

4112 DEL REY AVENUE
MARINA DEL REY, CA 90202-5604
(310) 574-9333 / FAX (310) 574-9332



Anyone in your company getting a headache producing your Direct mail campaign? Probably. That's why Exec-U-Mail Direct offers their expertise so you can concentrate on what you do best.

If you are a Print Buyer or Direct Mailer and you are looking for a "one-stop shop" Direct Mail supplier who will act as a partner to your business, I would like to show you how your direct mail project can go from concept to mailbox on time and for a great price, while maintaining high quality and with nothing slipping through the cracks.

My name is Mike Franz, president of **Exec-U-Mail Direct**. We are revolutionizing the process of actually doing a successful direct mail project... and we do something unique in our industry that eliminates many of the hassles associated with purchasing print, letter shop and other related Direct Mail services.

I realize many one-stop shop Direct Mail providers and print brokers claim to offer the same services and claim to give your project the attention it deserves. But I would like you to know about some of the internal processes in place and leveraged supplier relationships that **Exec-U-Mail Direct** provides to help you meet some of the challenges that you may have experienced when purchasing Direct Mail and related services.

Does your direct mail supplier act more like a Vendor or a Partner? Six things you'll get when you have the right Partner.

1. The Best Price

Many printers and direct mail production companies make a lot of low-cost promises. It's hard to tell if you are getting the best deal. And you often end up calling dozens of suppliers to make sure it's the lowest price. But Exec-U-Mail Direct has the leverage to ensure you get the best price possible, while maintaining the quality your project deserves. So, how do you get competitive pricing without all the headaches?

Exec-U-Mail Direct brings to the table:

- The ability to buy wholesale from specialty suppliers who are low-cost at what they do — without compromising quality.
- The combined volume of all our clients allows us to achieve even better pricing.
- Our westside Los Angeles location allows us to combine large volumes of mail in a location that is safe and secure.
- We'll quote it exactly the way you ask us to. Then, we'll show you a few money-saving alternatives to help save you money. In fact, we have many of those ways documented in the free report: The "**Exec-U-Guide To Direct Mail**".

2. Expert Analysis

We've been at this for over three decades, so we've seen it all. Chances are, we've completed projects just like the one you need right now. With an average of 17 years experience, the staff at **Exec-U-Mail Direct** can hone in with the benefit of extensive Direct Mail production know-how to make sure your job is being produced in the best, most efficient and cost-effective way possible.

But the key is communication:

- A careful, systematic client questionnaire insures an accurate and timely transfer of information and job instructions to make sure we understand your specific procedures and needs.
- Our experience has allowed us to develop systems that not only meet the individual needs of each client and job, but also enhance management's normal array of decision-making tools.
- Consultation on postal matters, mailing lists, and printing services.
- The salesperson is the Customer Service person throughout the entire process.

3. 100% Detailed Specifications

At **Exec-U-Mail Direct**, we believe you should get what you pay for. That's why our quotes are completely accurate from the first time you see them. No hidden costs. No inflated rates — just fair prices on your quality products and services. It's all spelled out in our four-part production proposals (depending on your project) that include: Printing and Cost Summary; Mailing and Data Processing; Job Specifications; and General Issues. Here are some of the main parts for each section, and some other things you expect:

- Printing and Cost Summary (includes Pro-forma invoice and production schedule)
- Mailing and Data Processing (features postal planning and cost reduction, data processing and mailing lists)
- Job Specifications (control and alternatives are found here)
- General Issues (includes Quality Control issues and other Exec-U-Mail guarantees)
- Cost estimates for each job are presented in a very simple and clear "pro-forma" pricing format, allowing you to clearly understand specific costs. Final invoices will always match pro-forma with no surprises or added costs... GUARANTEED!
- Typical turnaround time for quotes is about 24 hours or less, so you're not waiting all week to find out how much your project is going to cost.
- Need to re-quote a portion of your project, such as a new quantity? We can do that the same day, usually within 4 hours!

4. The Right Equipment

We know specific kinds of printing equipment are best for certain jobs. We also know that not all suppliers have access to all types of printers. Fortunately, Exec-U-Mail Direct has relationships with top suppliers who own every piece of printing equipment possible. And you can reap those benefits, too:

- We have access to a substantial amount of facilities with equipment that always meets your needs.
- Since we're not tied to just one supplier, we can make sure that your job is produced using the most efficient and economical equipment available.
- Our suppliers include a complementary group of specialty manufacturers focused on what they do... and they do it best.

5. Exclusive "Exec-U-Guide" Direct Mail Project System

Few people realize the amount of work that goes into sending a direct mail piece out to a large audience. That's why we've documented our successful process on paper. It's taken nearly 20 years to perfect the process, and we're still adding to it to make it even better! Using this step-by-step process on each project helps us maintain our high-quality and insures that nothing will "slip-through-the-cracks." It can work for your project, too. Here are the main categories:

- Preparing specification sheet
- Submitting bid requests to a minimum of three suppliers

- Obtaining paper samples, mock-ups, dummies, etc.
- Receiving and reviewing all bids
- Preparing **Exec-U-Mail Direct's** proposal
- Performing administrative issues
- Establishing "live" job requirements
- Implementing production processes

6. Save Valuable Time

Juggling three or four projects where you have to call three or four vendors to overcome three or four problems isn't easy. That's where a supplier you can trust and count on can help you concentrate on what you really need to focus on... while letting us make sure your direct mail project will be done on time, just the way you "spec'd" it out! **Exec-U-Mail Direct** will help you sleep through the night, worry free! Here are just a few ways that our services will add a few hours to your day:

- Exec-U-Mail Direct provides the services and project management equivalent of a full-time, on-staff production specialist.
- Our expertise and one-stop turnkey solution keeps you from wasting your time waiting to receive quotes from several suppliers... and the suppliers of those suppliers. We do all that work for you, and you get the best price, right equipment and expert analysis to assure a successful Direct Mail project.
- Press-checks and all other Quality Assurance aspects are included and standard, so you can stay home and let us worry about the details. Or, feel free to join us — an extra set of eyes is always helpful... and it will give you a chance to see us in action.

Don't work with another Direct Mail supplier until you've seen our "Exec-U-Guide" to Direct Mail and the Industry's most complete Production Quote Sample.

Who's fault is it when your direct mail piece isn't delivered in the mailbox when you need it to be? Or when you could have saved a significant amount of money? I say it's your Direct Mail service supplier's fault. WE realize that your direct mail project is a big decision for you. We also know that you don't have time to make daily status calls to three different vendors to ensure the project gets completed on-time, with the quality you expect. That's why we've committed ourselves to overcoming every part of the Direct Mail production process that challenge you and your deadlines. Please let me show you how! Call 319-574-9333 for your free "Exec-U-Guide" to Direct Mail and the industry's most complete production quote sample. Even if you're just thinking about completing a Direct Mail project, I'm confident these reports will show you what to look for when the time comes.

Continued Success!

P.S. The **Exec-U-Guide to Direct Mail** and the industry's most complete production quote sample will show you why our clients trust us for their biggest or smallest or first time Direct Mail projects. Ask for Maria, our Production Specialist, when you call **310-574-9333**.