

Contemporary
Communications Inc.

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You need to advertise.
That much you know.

But how should those
precious marketing dollars be spent?

No other medium can do
for you what direct mail
can do.

CCI & Direct Mail...A Perfect Match

WHY DIRECT MAIL?



Look inside for
all the reasons why
you should be mailing.

	Television	Newspaper	Email/Web	Door-to-door	Telemarketing	Direct Mail
Personalized				✓		✓
Cost-effective	✓	✓	✓		✓	✓
Unobtrusive		✓				✓
Targeted						✓
Piece-in-hand				✓		✓

✓ The Indiana Center on Philanthropy found direct mail to be the most effective medium. The study found:

Internet 7% effective
Email 10% effective
Telephone 37% effective
Direct Mail 60% effective

✓ A Vertis Direct Marketing Services survey found 49% of adults list direct mail as the most frequent form of solicitation from those organizations to which they contribute.

✓ Another Vertis survey found that 31% of consumers prefer direct mail over telemarketing, email, and other forms of marketing.

✓ Postmaster John E. Potter: Mail volume is still on the rise and "the increase in mail volume demonstrates that American businesses recognize that hard copy mail works and has a bright future."

✓ Relative to other countries, the U.S. has the lowest postage rates and the best postal delivery service.

DIRECT MAIL IS PERSONALIZED

We all like to see our name in print. Personalization is the greatest marketing technology to come along. With personalization, you can customize each mail piece with any kind of personal information, targeted offers, purchase history, etc., making each piece look as if it was printed specifically for each person.

The bottom line in any advertising is the more attentive you are to the interests of the customer, the more likely it is that your message will be remembered and acted upon.

This kind of personal attention is just not possible with other marketing media such as magazine, newspaper, television, and radio.

DIRECT MAIL IS TARGETED

Targeted means getting a specific message to a specific group of people for whom the message is intended.

Other media are shotgun-approach marketing that land a relatively small number of responses. With magazines, newspaper, television, radio, and internet, you pay for more advertising and get fewer responses.

ALL UNDER ONE ROOF

Direct marketing can be a complex process requiring coordination among many vendors. You'll need a partner, like CCI, that understands the intricacies of the marketing process from project conception to delivery.

Design

It just makes sense to have Direct Mail Specialists help you design your direct mail campaign. In 32 years, we've seen most of the mistakes that designers and printers make. A poorly designed piece will drastically effect your printing and postage costs, as well as response.

Need help getting started? We will help you decide what to mail, how many to mail, and whom to target. Our Creative Team can help you design a piece to maximize response while minimizing cost.

Printing

Speedy Envelope, our in-house printing division, offers full-service offset printing for small or large, quick print, and fast-turn jobs.

We help with every stage of your project from design, set up, delivery and distribution.

Mailing

Our mailing equipment offers all the services you will need to complete your mailings on time, every time, whether it's 500 or 5 million pieces! Computerized lettershop scheduling assures constant monitoring of each phase of your mailing from entry into the lettershop to post office delivery.

CCI's fully-staffed lettershop is at your service 24 hours per day. Skilled employees and advanced lettershop equipment

guarantee the highest quality, most cost efficient lettershop services available.

Fulfillment

You may need packaging and shipping for your special marketing project or to fulfill orders placed by your customers.

PERSONAL ATTENTION

The support of the entire company and the convenience of only one contact point.

At CCI, you get a personal Account Manager working on your behalf; the one contact with all the answers and information you need. You'll talk to the same person everytime and not an automated phone system.

