

# DIRECT MAIL WITH MAPS

## PROXIMITY COUNTS

Increase response rates with personalized maps integrated into any customized direct mail campaign. These maps do more than stand out from ordinary mail. They visually and immediately communicate location to your audience.

Recipients of direct mail containing customized maps have been shown to generate a 40% higher response than those who receive a static map or no map at all. *Source: April 2006 article in Graphic Arts Monthly*

You can add personalized maps to any type of printed piece, or design using one of our pre-built templates. Prices include printing, bindery, lettershop services, individualized map images and USPS postage.



## POSTCARD

Make a big impact with these oversized full-color glossy postcards. Each card carries a personalized map from the prospect's home or office to your front door, making it easy for them to find you.

Pricing:	Quantity	Cost
	1 to 1,000	\$2,036.00 total
	1,001 to 2,500	\$2.04 each
	2,501 to 5,000	\$1.16 each
	5,001 to 10,000	\$0.94 each
	10,001 to 25,000	\$0.90 each
	25,001 up	\$0.81 each

## LETTER AND ENVELOPE PACKAGE

Letter mailers are the most time-tested, tried-and-true direct mail format available. This extra big envelope features oversized windows so prospects can see the map personalized just for them. Use the inside folded piece as a traditional letter, coupon or flyer.

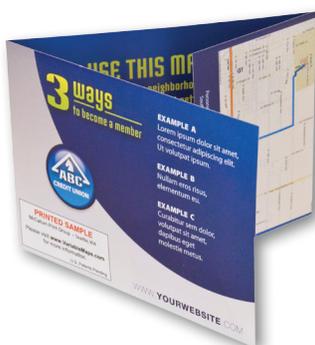
Pricing:	Quantity	Cost
	1 to 1,000	\$2,586.00 total
	1,001 to 2,500	\$2.59 each
	2,501 to 5,000	\$1.81 each
	5,001 to 10,000	\$1.57 each
	10,001 to 25,000	\$1.52 each
	25,001 up	\$1.40 each



## SELF MAILER

This 3-panel folded mailer has a perforated flap giving the prospect a personalized map to your destination. Use the other side for your coupon, and then they'll find your business when they tear off the map and take it with them.

Pricing:	Quantity	Cost
	1 to 1,000	\$2,288.73 total
	1,001 to 2,500	\$2.29 each
	2,501 to 5,000	\$1.46 each
	5,001 to 10,000	\$1.20 each
	10,001 to 25,000	\$1.11 each
	25,001 up	\$1.05 each



# variable maps

## PERSONALIZED MAPS FROM A LEADING DIRECT MAIL HOUSE

Personalized maps sets Variable Maps apart as an innovator in direct mail marketing. The flagship offering, New Neighbor Mailings, is used to target new movers with monthly mailings. The personalized maps are also used on a wide variety of marketing collateral such as postcards and self-mailers.

Variable Maps is a group inside McCallum Print Group, the largest independently owned and operated commercial printing plant in the Pacific Northwest. Spread over four buildings in the Seattle area, we deliver over 80 million pieces of mail to the Post Office annually. McCallum Print Group is FSC-certified, and the stock used for these programs contain post-consumer recycled content...we're even wind-powered!

Variable Maps is managed by Rich Voslow, a member of the McCallum Print Group team for over two decades. Rich leveraged his expertise in one-to-one marketing and variable data printing to develop *VMaps*®, a software program that creates personalized maps for the commercial print environment.

Call and you'll likely speak with Rich directly. Rich can guide you through the getting started process and project manage your campaign. Behind the scenes, the cutting-edge technology and experienced craftsmen of McCallum Print Group will handle the print production and mailings.

Call Rich's direct line at (206) 706-6929 to supercharge your direct mail response rates using personalized maps.

**Variable Maps** is a proprietary system and is unique in the industry. The United States Patent and Trademark Office issued US Patent No. 8,060,815 on November 15, 2011 and lists Rich Voslow as the inventor of the custom document generation system.

