

TVL's Top Ten Reasons TO USE DIRECT MAIL

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| 1. | Generate Leads/New Customers |
| 2. | Increase Customer Loyalty |
| 3. | Improve Sales Reach and Efficiency |
| 4. | Announce Store Hours / Sales / New Locations |
| 5. | Generate Store Traffic & Increase Average Purchase / Generate Higher Sales |
| 6. | Augment Media Advertising to Top Prospects and Select Customers |
| 7. | Better Response for the Money than other types of Marketing |
| 8. | Allows Selectivity of Audience |
| 9. | Allows for Personalization |
| 10. | Allows for Measurability & Flexibility |

WONDERING IF DIRECT MAIL IS RIGHT FOR YOU?
Call your TVL rep for a **FREE** brainstorming session!

Mail is the only medium with the potential to reach approximately 140 million addresses 6 days a week.



TREASURE VALLEY LITHO

Helping clients succeed with their printing projects and direct mail programs.