



## On Target

### New program helps businesses that need to reach nearby customers

If your business depends on customer traffic from nearby neighborhoods, there's a new tool that could make it easier to target prospects.

**Every Door Direct Mail**, a new program from the United States Postal Service®, allows businesses to reach addresses in a designated area — such as a neighborhood, a ZIP Code location or a Postal route — without having a list of names and addresses. Instead, the business uses an online tool to designate the delivery area, and the program generates a list.

Dave Clark, owner of On-Time Printing in Hillside, Ill., says his customers find the program highly effective. "I can't tell you how many people have ordered materials from us to send, then come back for more almost immediately," Clark says.

One of those ordering more is Mike Cochiaro, owner of Cochiaro Pizza in Northlake, Ill. "I really like this program," he says. "The response rate was terrific and the percentage of return is phenomenal."

Cochiaro sent oversized postcards with coupons, and credits them with helping generate a 12-percent boost in business.

For more on the program, visit [USPS.com/everydoordirectmail](http://USPS.com/everydoordirectmail).

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If you are interested in this targeted mailing solution for your business, give us a call. We will be happy to help you through the process with the Postal Service, or if you prefer a more customized list we can create a mailing based on multiple demographics.



## Holiday Gift Giving Made Easy

Looking for the perfect gift for the client that made your year? How about something for your employees who make your business run? We can find the perfect gift for every budget and occasion. In many cases we can order small quantities so you can order just what you need. And, these gifts can be customized with your logo and branding so your gift becomes a reminder of your company. Items can be personalized and can be dropped shipped for your convenience. Just give us a call and we can show you samples and come up with some creative gift giving ideas.



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