



*As our country celebrates its birthday, we want to wish you a Happy 4th of July! It is loyal customers like yourself that have helped our company continue to grow and expand even during these tough economic times. So a big "Thank You" for letting us service your business needs!*

### New Equipment

Modern Mail & Print Solutions now offers UV Coating to its list of services! UV Coating is one of the strongest coatings available that can help protect your marketing pieces from the post office wear and tear. UV Coating gives direct mail pieces a very professional look, while making colors more vibrant. Our UV Coat application is environmentally friendly because no chemicals are released into the atmosphere during the process. Find out how to add UV Coating to your printed materials today!

## MARKETING TIPS

School is out and things are starting to Heat Up! What are you doing this summer to drive new prospects and stay in touch with current clients? Are you utilizing Direct Mail to keep your message and name in front of them? To stay relevant and top of mind, you have to stay in front of your audience. Direct Mail allows you to do that and is still the best one-on-one marketing vehicle to get your message into your prospect hands. Recent studies reported by [delivermagazine.com](http://delivermagazine.com) show that about "79% of households read or at least skim their advertising mail, whereas only 19% of advertising emails are even opened. In fact, three out of four Americans say they like, trust and read advertising mail." (Deliver Magazine)

### How do you increase response rates with Direct Mail?



The keys to success with direct mail marketing are...

1. Send to a pre-qualified, targeted mailing list
2. Include a strong offer/call to action on your piece that is relevant to your target market
3. Keep your message in front of your market as frequently as possible.

To take your response rates to the next level, you combine it with innovative marketing channels like QR Codes or Personalized URLs. Taking a highly targeted, highly engaging medium like direct mail and combining it with the on-demand access of the Internet has significant power to drive sales.

Now Modern Mail & Print Solutions is offering direct mail campaigns that combine QR Codes with your pieces to add power to what is already a significant marketing tool. A QR Code (Quick Response Code) is a unique barcode that can be scanned by cell phone to give prospects instant access to more information. Combining your direct mail pieces with QR Codes can drive prospects to a personalized website or a landing page; it can dial a phone number, send an email, update social networks, play a video clip and so much more! A QR Code can be embedded on any printed material and allows your customer access to the information they want when they want it. To hear more about how QR Codes can enhance your marketing campaign, contact John Vigue or any of our marketing professionals at **727-572-6245!**

### Postal Updates 3% Postage Discount!!!

The U.S. Postal Service is offering business mailers an upfront 3% Postage Discount on all direct mail pieces that include a 2-dimensional QR Code. This promotion starts July 1st and runs through August 31st. Discount is valid towards First-Class Mail and Standard Mail (including Non-Profit) letters, cards and flats that include a mobile barcode for marketing and advertising purposes. This promotion was designed to increase the value of Direct Mail and build the awareness around integrating mobile technology into direct mail communications. For more information, visit <http://delivermagazine.com/mobilebarcodepromotion>.

Remember: New Postage Rates took effect April 17, 2011, make sure you are aware of the increase and check rates as many were affected. Stay informed of postal changes or new requirements by visiting [www.usps.com](http://www.usps.com). For any additional questions for your print and mail needs, please contact your customer service rep at **727-572-6245**.

### Customer Service

Need help figuring out how to mail your job? What paper stock would look best for your piece or how to put together a marketing campaign? Contact one of our Customer Service Reps today at **727-572-6245** and get the help you need.



## Summer Special

Start the 3rd Quarter with a QR Code Postcard Marketing Campaign and receive a **FREE Landing Page** for your 1st postcard mailing. Plus, courtesy of the U.S. Postal Service, you can receive a 3% discount on your postage through August 31st. Contact us today to get started on your new Direct Mail Campaign and see how QR Codes will increase your Response Rates!

\*Terms & Conditions will apply. Offer valid thru July 30th, valid for QR Code marketing campaigns only, can't be used for any other service.

Happy  
4th of July!