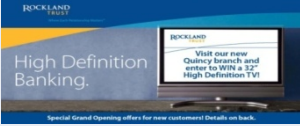






# Effective DM Formats for Small Business Acquisition

Format	Uses	Pros	Cons
<p><b>6x11 Oversized Postcard</b></p> 	<ul style="list-style-type: none"> <li>• Events</li> <li>• Awareness building</li> <li>• Rate promotions</li> <li>• Email acquisition sweepstakes</li> </ul>	<ul style="list-style-type: none"> <li>• Costs less than envelope mailers</li> <li>• Stands out in mail stack</li> <li>• Starts to work right in the mail pile (nothing to open)</li> <li>• Can hold lots of copy</li> <li>• Address side can be versioned during ink jetting / lasering</li> </ul>	<ul style="list-style-type: none"> <li>• Rarely gets past gatekeepers</li> <li>• Does not perform as well as envelope mailers</li> <li>• Not private</li> </ul>
<p><b>#10 Single Window</b></p> 	<ul style="list-style-type: none"> <li>• Customer mailings</li> <li>• High-volume / low-value acquisition campaigns</li> <li>• Great for list and offer testing</li> </ul>	<ul style="list-style-type: none"> <li>• Most cost-effective envelope mailer available</li> <li>• Allows message privacy / use of confidential information</li> <li>• Easily versioned and personalized</li> </ul>	<ul style="list-style-type: none"> <li>• Often perceived as "junk mail"</li> </ul>
<p><b>6x9 Double Window</b></p> 	<ul style="list-style-type: none"> <li>• Versioned customer cross-sale mailings</li> <li>• Versioned prospect mailings</li> <li>• Complex product sales (brochure offers real estate for charts / explanations)</li> </ul>	<ul style="list-style-type: none"> <li>• Feels more substantial than #10</li> <li>• Offer / product versioning shows through second window</li> <li>• Less common than #10 or #12</li> <li>• Stands out better in stack of Standard mail</li> </ul>	<ul style="list-style-type: none"> <li>• Envelope costs are substantially higher than #10 (because they use more paper)</li> </ul>
<p><b>6x8 Silver 'Bubbleope'</b></p> 	<p><b>Low-quantity programs targeting:</b></p> <ul style="list-style-type: none"> <li>• High-value customers</li> <li>• High-value prospects</li> <li>• Programs using telemarketing follow-up</li> </ul>	<ul style="list-style-type: none"> <li>• Jumps out in mail pile</li> <li>• Can carry a range of in-pack premiums</li> <li>• Much more memorable than letter mailers</li> <li>• Can achieve 5%+ response rates</li> </ul>	<ul style="list-style-type: none"> <li>• More expensive than paper mail, but only 2/3 the cost of off-the-shelf dimensional mail</li> </ul>
<p><b>Dimensional Mailer</b></p> 	<p><b>Low-quantity programs targeting:</b></p> <ul style="list-style-type: none"> <li>• High-value customers</li> <li>• High-value prospects</li> </ul>	<ul style="list-style-type: none"> <li>• Can achieve 10%+ response rates with effective follow-up</li> <li>• Jumps out in mail pile</li> <li>• Can carry a range of in-pack premiums</li> <li>• Much more memorable than letter mailers</li> </ul>	<ul style="list-style-type: none"> <li>• Very expensive</li> </ul>