

Repositionable Notes

*Add impact to
your mail by
adding a note to
the envelope—so
your message
stands out.*

Repositionable Notes are just what you need to give your Advertising Campaign an extra edge.

Repositionable Notes let you affix a message to the outside envelope of your Direct Mail pieces, calling attention to your product or service and inviting customers to look inside.

Adding Repositionable Notes to your Direct Mail has many advantages:

- They allow you to grab your customer's attention quickly — improving open-and-read rates.
- They let your Direct Mail piece be more actionable — driving potential customers to respond to your offer.
- They make customers and prospects know that your message is important.
- Direct Mail with Repositionable Notes doesn't need additional or special handling.
- In test mailings*, they have outperformed mail packages without Repositionable Notes by as much as 44%.
- For pricing, please visit our website at www.usps.com/repositionablenotes.

Some ways to use Repositionable Notes:

- As teaser copy.
- As a coupon that can be redeemed.
- As a removable device to be affixed to a reply card inside the envelope.
- As a reminder device that includes a phone number or website address to place near the phone.
- As a reminder notice with your important message to affix to a calendar.

Now, like never before, you can make your Direct Mail stand out from your competitors' right in your customers' mailboxes. Add impact to your Advertising Campaign with Repositionable Notes — to help get new customers, new sales and new profits.

For more information, contact your Postal Service™ Sales Representative or visit our website at www.usps.com/repositionablenotes.

*Results are from actual business case studies conducted by independent businesses. Percentage reflects actual reported results. This may not reflect your mailing results and is not a guarantee of future performance.