

Media plannus extinctus



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CARRIER — LEAVE IF NO RESPONSE

**Without Mail,
will your marketing message
stand the test of time?**

Prehistoric Era

45,000 BC — First dimensional mailing: Neanderthal carvings on woolly mammoth tooth

10,000 BC — Concept of “advertising” discussed over mammoth burger and expensed

Eons Later

1600s — Mail service is introduced to the colonies; Americans enjoy receiving personal messages

1700s — The first daily newspaper and magazine are produced; concept of “media plan” and “free tickets” arises

Modern Day

Mid 1900s — Attention spans become fragmented as radio and TV join media mix

Late 1900s — Fleeting images, the Internet and text messaging compete for attention and add to the frenzy; media plans face reality check

Today

2005 — Mail retains colossal power to reinforce message and boost effectiveness of mixed media campaigns.

Advertisers speak out in support of the integration of media; offer tips and surprising testimonials on how they've kept messages and their brand from disappearing. **Marketers hear it all through FREE DVD, offered in reply card below or at usps.com/integrate.**

**Don't get left in the boneyard.
You can still get your FREE DVD,
Integrated Media Survival Tips,
at usps.com/integrate.**



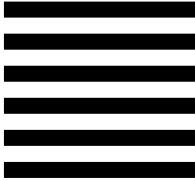
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NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



Improve your survival rate.

Don't wait for your marketing plan to fossilize. Discover how to evolve with mail with a FREE DVD: *Integrated Media Survival Tips*. See details inside.



No bones about it. Mail IS key to survival.

Send for your FREE *Integrated Media Survival Tips* DVD now, and learn how to keep your message from disappearing. You'll receive valuable tips from case studies from leading national companies in the service, retail and manufacturing industries that demonstrate how they successfully adapted mail into their media mix. **To order, detach and mail the reply card below or visit usps.com/integrate.**

Please detach card before mailing.

YES! I want to evolve with Mail.

Please send my FREE
Integrated Media Survival Tips DVD today.

What is your company's primary advertising objective?

- | | | |
|--|---|---|
| <input type="checkbox"/> Increase sales | <input type="checkbox"/> Improve customer loyalty | <input type="checkbox"/> Generate leads |
| <input type="checkbox"/> Retain valuable customers | <input type="checkbox"/> Build brand awareness | |

What media do you currently use for advertising?

- | | | | |
|-------------------------------------|------------------------------------|-----------------------------------|--------------------------------------|
| <input type="checkbox"/> Magazine | <input type="checkbox"/> Newspaper | <input type="checkbox"/> Internet | <input type="checkbox"/> Direct Mail |
| <input type="checkbox"/> Television | <input type="checkbox"/> Radio | <input type="checkbox"/> Outdoor | <input type="checkbox"/> Other |

What is your role in your company/department?

- | | | | |
|--------------------------------------|---|---|------------------------------------|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Strategic Planning | <input type="checkbox"/> Senior Executive | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Sales | <input type="checkbox"/> Public Relations | <input type="checkbox"/> Direct Marketing | |

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