

**Donna, there's a great sales letter inside! Take a look...**

And it has a great offer for you...




## You qualify for a FREE marketing boost!

It's like getting a boost to your marketing budget without having to ask. To find out how much:

**Call:** 555.555.5555

**Email:** [example@ampersand.ca](mailto:example@ampersand.ca)

**Visit:** [www.Ampersand.ca/FREE](http://www.Ampersand.ca/FREE)

<div><div>circus</div><div>14 Wesleyan Street Georgetown, ON L7G 2E1 905 873 8426</div></div> <div></div>		THIS IS NOT A COLOUR PROOF		
		OVERALL DIMENSIONS <b>8.5"w x 11"h / #10 Envelope</b>		
		FINISHED DIMENSIONS <b>8.5"w x 11"h / #10 Envelope</b>		
PROOF NUMBER <b>01</b>	CLIENT <b>Ampersand</b>		LIVE/SAFETY AREA <b>N/A</b>	
	DIVISION <b>Circus</b>	CONTACT <b>Michael N.</b>	SIZE OF BLEED <b>0.125</b>	
START DATE <b>07/06/2014</b>	DOCKET # <b>15-4941</b>	DESIGNER <b>Bill</b>	COLOURS <b>1/0</b>	PRINT <b>Digital</b>
MODIFICATION DATE <b>07/13/2014</b>	DESCRIPTION <b>Direct Mail Campaign - Letter and Envelope</b>		TOTAL # OF PAGES (INCLUDING COVER) <b>2</b>	
PRINTED AT <b>100%</b>	FILE NAME <b>15-4941_AMP_Direct Mail Campaign_LetterandEnvelope_01.indd</b>		SCALE OF ARTWORK <b>100%</b>	
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# Do direct mail letters like this one still work?

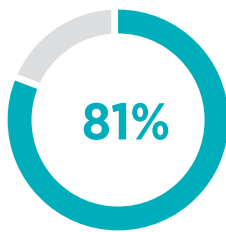
**Dear Donna,**

Did the above headline pique your interest? Did it motivate you to read or scan this letter to discover the answer?

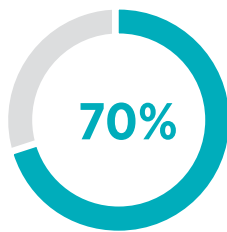
That's just one of the benefits of direct mail. It allows you to make an impact—with copy, design, and printing innovations—that email can't match.

And direct mail works.

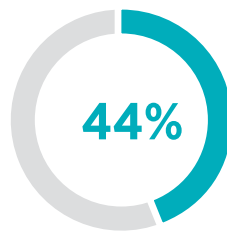
### Just look at these statistics from Canada Post



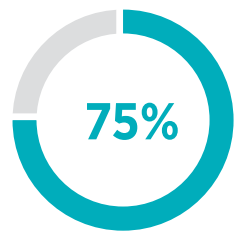
**81% of Canadians  
read their mail the same  
day they receive it.**



**70% respond to samples, coupons and catalogues received in the mail.**



**If mail looks like advertising, 44% of Canadians will still open it!**



**Recall of mailed flyers and brochures is 4 times higher than email.**

As a marketing professional, those are numbers you can ignore.

So if you want to reach more prospects and customers, direct mail is a must in your marketing mix.

And we can help.

We're Ampersand Printing. Our specialty is being the perfect "back end" to your marketing campaigns. In fact, locally, we have the best capabilities in the business in data management, printing, finishing and mailing.

Our clients say we're great to work with, too.

Why not give us a try on your next campaign? As you can see above, you qualify for a FREE mailing. So your next mailing may hardly make a dent in your budget. Contact us today and we'll give you all the details.

Best,

## Damian McDonald

*President, Ampersand Printing*

**P.S.** Did you know the P.S. is the ideal place to restate the offer?

So... call, email or visit [www.Ampersand.ca/FREE](http://www.Ampersand.ca/FREE) today and find out how much FREE mailing you qualify for.

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