

# DIRECT MAIL DISCOUNTER

**D**irect Mail Discounter is a low-cost, shared advertising campaign. It is an effective alternative to electronic advertising which is transient and difficult to measure. More importantly, *Direct Mail Discounter specifically targets your customers that are within close radius of your location!* This shared advertising vehicle has the following benefits:

- ◆ A low cost direct mail opportunity. Only \$400, which is the equivalent of just 8¢ per customer prospect.
- ◆ Target of 5,000 residents within a 5 - 10 mile radius (approximate).
- ◆ A locally provided mailing contractor - *not* provided by an online or out-of-state broker that is unfamiliar with urban residential expansion.
- ◆ 50K—90K HHI—deal seeking shoppers!
- ◆ Totally turn-key. We do everything, including ad production!

learn more... →



**Holiday Edition**

770-964-6453

[www.HILLMANB2.com/dmdiscouter.htm](http://www.HILLMANB2.com/dmdiscouter.htm)

## Campaign Information

Your ad will be included in a trifold brochure just like the one that you are reading. The brochure will include up to 12 business card size - full color ads. The brochure will be sent via mail to 5,000 homes within the surrounding area. The mailing targets residents with a minimum of \$50,000 household income. The brochure is printed on glossy heavy weight paper. *Due to printing requirements, all orders must be submitted by November 19th at 5:00 PM.*

Full color standard  
business card size ad.  
Dimension = 2" x 3.5"  
*Ad design included!*

**Low Price of Only \$400 per ad.**  
Mailed to 5,000 residents.  
*Equates to only ¢8 each!*

*Only 12 spaces per brochure.*  
**Order Today!**

- Low cost advertising for...*
- ◆ *Restaurant & Retail Sales*
  - ◆ *Black Friday Specials*
  - ◆ *Loyalty Programs*
  - ◆ *Clearance Items*

## Mailer Information

Brochure Size	8 1/2 x 11
Brochure Finish	Full color 2 sided
Brochure Material	Heavy weight glossy
Ad size	2" (h) x 3.5" (w)
Ads per brochure	12
Residence Quantity	5,000
Radius	5 - 10 miles (est.)
Ad Price	\$400 (equals to 8¢ each)
Zip Codes	30331, 30337, 30344, 30349,
Ad Closing Date	November 19, 2010
Brochure Mailing Date	November 22, 2010

**Only 12 spaces per brochure. Order today!**

**Questions? Contact Us.**

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[www.Hillmanb2.com](http://www.Hillmanb2.com)

*Holiday Edition - To be Mailed Nov 22nd!*

**“Recession causes record breaking coupon redemption!”**



Beat the recession, one penny at a time. Coupon usage is on the rise, particularly among younger consumers.

*- April 29, 2009*

## CONSUMERAFFAIRS.COM

Coupon clipping back in style. Coupon use skyrocketed as economy went into free fall. In 2009, for the first time in 17 years, consumers used more coupons than they did the year before....an explosive 27% increase!

*- February 15, 2010*

## THE WALL STREET JOURNAL

Hard times turn coupon clipping into the newest extreme sport. Fueling the increase...is heavy coupon users, people who redeem 104 or more coupons over six months. These users tend to be female under the age of 54 with college degrees and household incomes above \$70,000

*- March 8, 2010*

## The New York Times

A clip-and-save renaissance. More of them are being redeemed by consumers who have long avoided coupons.

*- September 24, 2009*

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SERVING ZIP CODES:

**30331**

**30337**

**30344**

**30349**

College Park • East Point • SW Atlanta

Hillman ● B2

A Concepts Agency

*“Your Small Business Assistant”*

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Reach 5,000 Households within a 10 mile radius!



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