

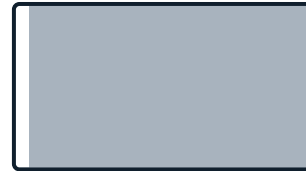
PANEL OPTIONS



FRONT PANEL
9.125" w x 5" h



BACK PANEL
8.3675 w x 5.086" h



FULL PANEL
5.5" w x 5.5" h

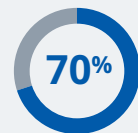


HALF PANEL
4.625" w x 5.125" h

MAILING SCHEDULE

Issue	In-Homes Between
1 Feb	Feb 16 to Feb 23
2 Apr	Apr 15 to Apr 22
3 May	May 14 to May 21
4 Jun	Jun 15 to Jun 22
5 Aug	Aug 13 to Aug 20
6 Sep	Sep 15 to Sep 22
7 Oct	Oct 13 to Oct 20
8 Nov	Nov 12 to Nov 19

WHY DIRECT MAIL WORKS



70% **read** direct mail the **same day** it arrives.



1 in 2 Canadians are **prompted** to make a **purchase** by direct mail



8 in 10 say direct mail delivers the **highest response rates** of any marketing channel.



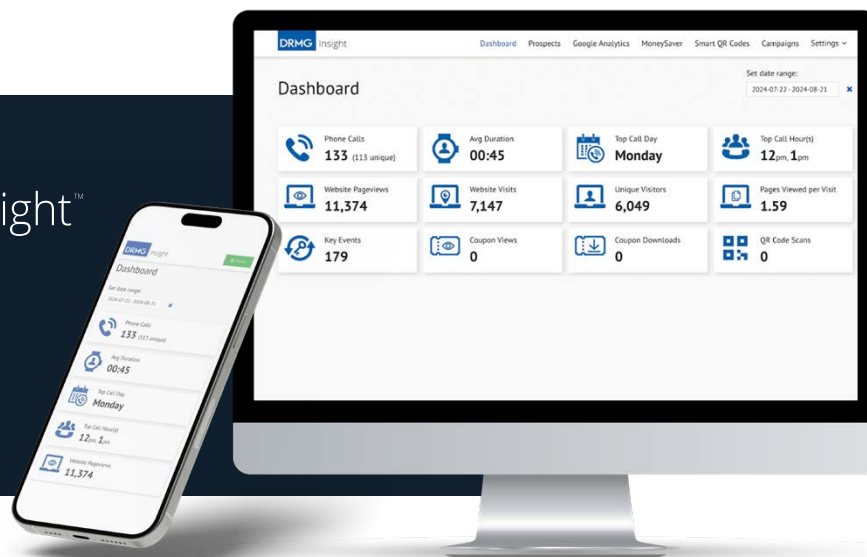
51% say direct mail **helps build** stronger customer **relationships**.

MEASURE YOUR CAMPAIGN'S PERFORMANCE *with* DRMG Insight™

Key Components:

- ✓ Gain valuable insights to optimize your campaigns.
- ✓ Get a complete picture of your results.
- ✓ Track all your efforts in one place.

Connect your Google Analytics



Canada Post Expert Partner

As a Smartmail Marketing Expert Partner, we can pass on exclusive offers, targeting, and demographic insights to our clients.

Frequency and Repetition

Two keys to an effective marketing strategy. A multi mailing campaign in the Money Saver Co-op Mailer achieves both.

Shared Direct Mail

Increase your reach and lower your cost by sharing the cost of postage with local, regional, and national advertisers.

Solo Direct Mail

Increase your response rate and have your brand stand out by communicating one-on-one with prospects through a solo postcard, menu or brochure.

Need Menus?

We offer many different sizes and paper stock options.



Targeted Distribution

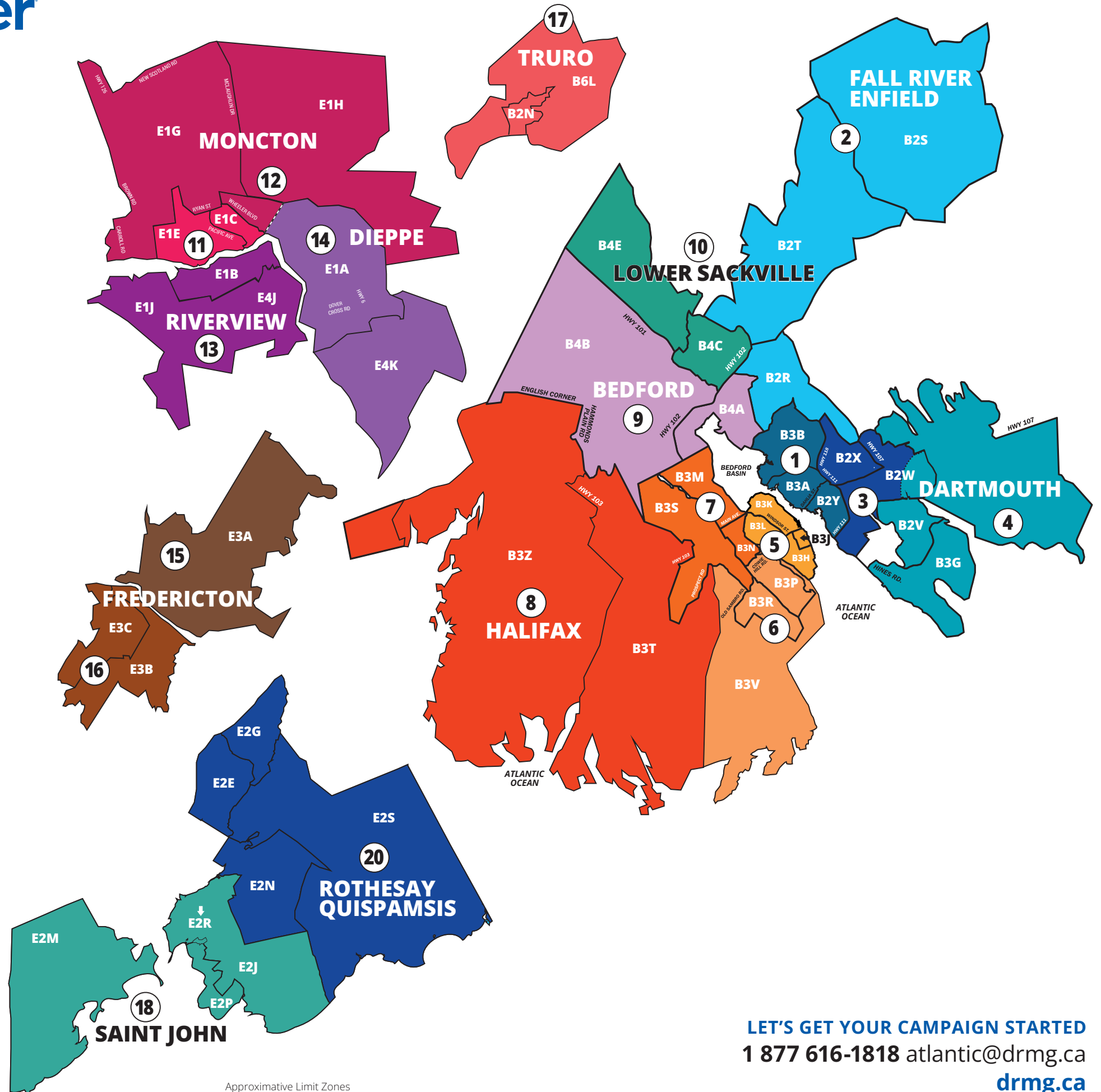
20 Distribution Zones 12,500 per zone
8x per year*

NOVA SCOTIA

#	Zone Description	FSA
1	Dartmouth-North	B2Y, B3A, B3B
2	Fall River/Enfield/Elmsdale	B2R, B2S, B2T, B0N (partial)
3	Dartmouth Portland Hills/Estates, Woodlawn, Westphal, Waverly	B2W (partial), B2X
4	Dartmouth Forest Hills/Colby Village, Eastern Passage	B2V, B2W (partial), B3G
5	Halifax, Peninsula	B3H, B3J, B3K, B3L
6	Halifax, Northwest Arm	B3P, B3R, B3V
7	Halifax, Clayton Park/Fairview/Larry Uteck	B3M, B3N, B3S
8	Halifax, Beechville, Lakeside, Timberlea, Tantallon	B3T, B3Z, B0J (partial)
9	Bedford (Includes Bedford South, Bedford West and Larry Uteck Dr)	B4A, B4B
10	Lower Sackville	B4C, B4E
17	Truro	B2N, B6L
Reach		137,500

NEW BRUNSWICK

#	Zone Description	FSA
11	Moncton-Downtown	E1C, E1E
12	Moncton-North	E1A (partial), E1G, E1H
13	Riverview	E1B, E1J, E4J
14	Dieppe	E1A, E4K (partial)
15	Fredericton-North	E3A
16	Fredericton-South	E3B, E3C
18	Saint John	E2M, E2J, E2L, E2R
20	Rothesay Quispamsis	E2H, E2G, E2N
Reach		112,500
Total Reach		250,000



Approximative Limit Zones

LET'S GET YOUR CAMPAIGN STARTED
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drmg.ca