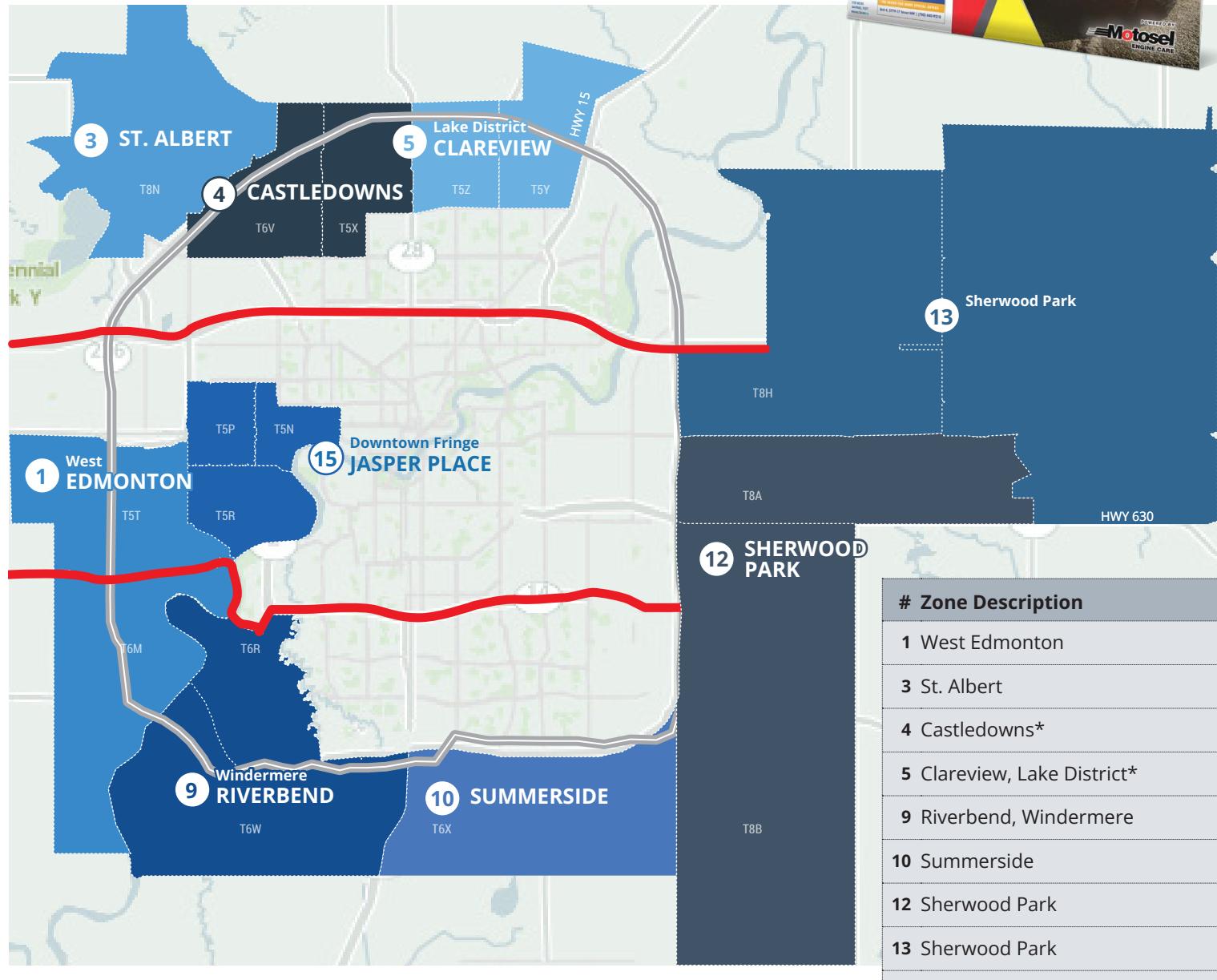


Targeted Distribution

Reaching 112.5K homes
 9 Distribution Zones 12,500 each
 11x per year*



Approximate Limit Zones. Zones 4 and 5 mail alternating months

Delivered by



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ENVELOPE OPTIONS



FRONT COVER

6.5" w x 5.875" h



SINGLE PANEL

2.7" w x 2.6" h



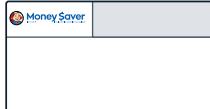
DOUBLE PANEL

2.7" w x 5.375" h



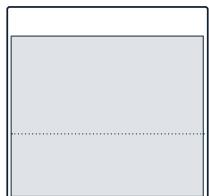
BACK COVER

10.75" w x 4" h



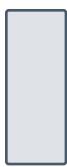
ENVELOPE FLAP

6.25" w x 1.9" h



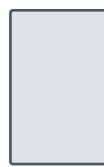
INSIDE COVER

10.25" w x 9.6" h



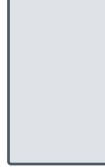
MINI INSERT

3.35" x 8.25"



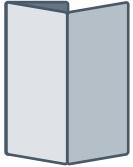
STANDARD INSERT

5.25" x 8.25"



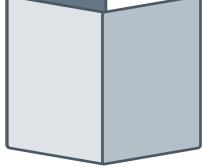
DELUXE POSTCARD

5.125" x 9"



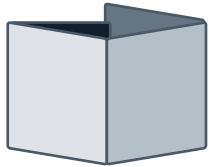
FLYER

10.5" x 8.25"



MENU

16" x 8.25"



LARGE MENU

21.5" x 8.25"

MAILING SCHEDULE

Issue	In-Homes Between
1 Feb	Feb 4 to Feb 11
2 Mar	Mar 4 to Mar 11
3 Apr	Apr 8 to Apr 15
4 May	May 6 to May 13
5 Jun	Jun 10 to Jun 17
6 Jul	Jul 8 to Jul 15
7 Aug	Aug 12 to Aug 19
8 Sep	Sep 9 to Sep 16
9 Oct	Oct 14 to Oct 21
10 Nov	Nov 11 to Nov 18
11 Dec	Dec 7 to Dec 14

*Zone 4 mails February, April, June, August, October, December.

*Zone 5 mails in March, May, July, September, November

WHY DIRECT MAIL WORKS



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



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



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



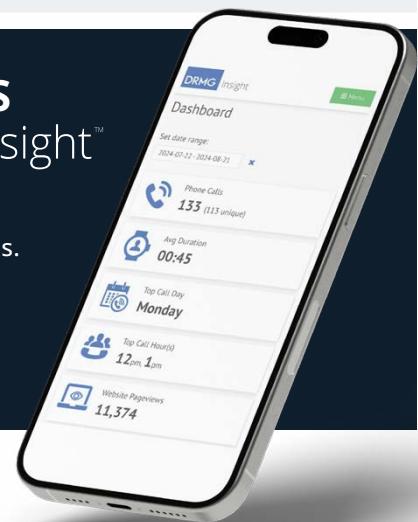
51% say direct mail **helps build** stronger customer **relationships**.

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