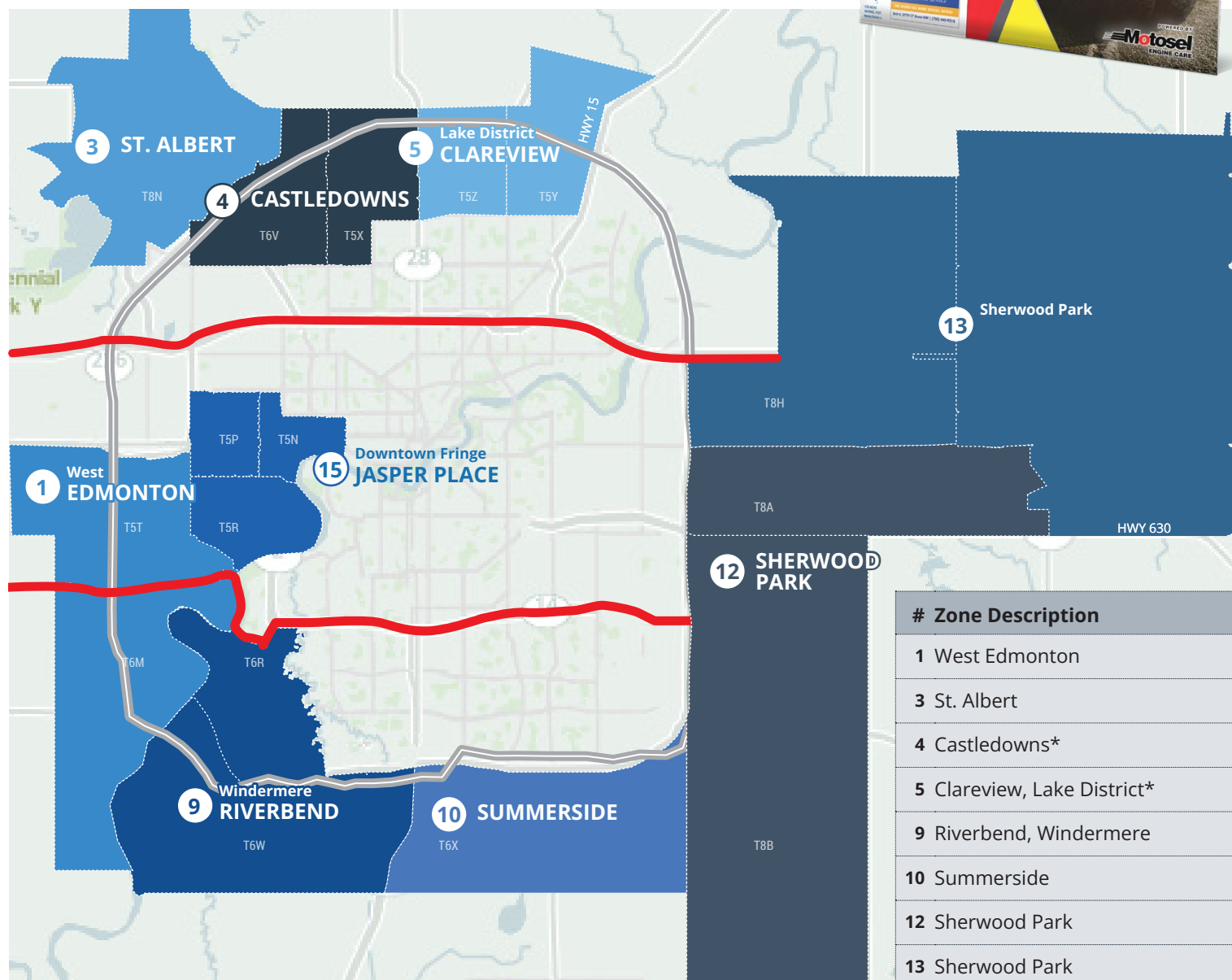


### Targeted Distribution

Reaching **112.5K** homes

**9** Distribution Zones *12,500 each*

**11x** per year\*



Approximative Limit Zones. Zones 4 and 5 mail alternating months

Delivered by



**START YOUR CAMPAIGN TODAY**

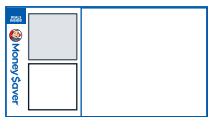
On Target. On Message. On Time. On Results.

**(780) 446-0881 [drmg.ca](http://drmg.ca)**

ENVELOPE OPTIONS



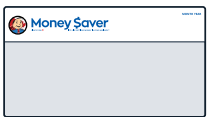
FRONT COVER  
6.5" w x 5.875" h



SINGLE PANEL  
2.7" w x 2.6" h



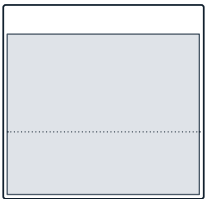
DOUBLE PANEL  
2.7" w x 5.375" h



BACK COVER  
10.75" w x 4" h



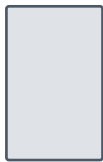
ENVELOPE FLAP  
6.25" w x 1.9" h



INSIDE COVER  
10.25" w x 9.6" h



MINI INSERT  
3.35" x 8.25"



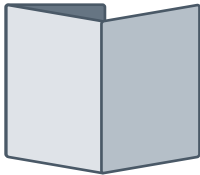
STANDARD INSERT  
5.25" x 8.25"



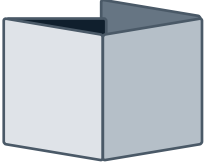
DELUXE POSTCARD  
5.125" x 9"



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.



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.



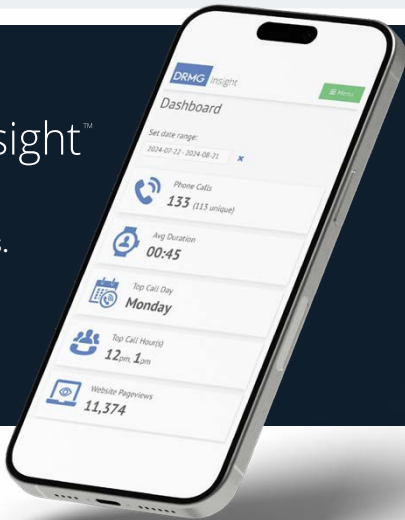
51% say direct mail **helps build** stronger customer **relationships**.

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



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LET'S GET YOUR CAMPAIGN STARTED  
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