



DIRECT MARKETING, INC. 70 MARCUS DRIVE, MELVILLE, NY 11747-4278 • PHONE (516) 694-1919 • FAX (516) 694-5414 / (516) 694-7493

ROBERT H. JURICK
CHAIRMAN

June 18, 1990

Mr. Robert Bly
174 Holland Avenue
New Milford, NJ 07646

Dear Bob:

"Should my company's next direct mail piece be personalized or non-personalized?"

I bet you ask yourself that question every time you plan to do a mailing.

And, if you're like most direct marketers, the question makes you hesitate -- because you're never really sure of the answer.

Now, help is on the way. Just complete and mail the enclosed reply card and I'll rush a copy of our new FREE guide book ...

**Should I Personalize?
A Direct Marketer's Guide to
Personalized Mailing**

With this informative booklet in hand, you'll plan and implement direct mail programs with greater confidence, spend less money, and get significantly better results, too.

The booklet answers such critical direct mail questions as:

- "Does personalization pay off?"
- "Is personalization appropriate for my particular mailing piece?"
- "What are the basic personalization methods I can choose from? How do they work -- and what's the cost of each?"
- "What look do I want to use -- laser, impact or ink-jet?"

You'll also get important information you can use to make every mailing piece pull more leads and sales, including...

- * The 11 types of direct mail that benefit most from personalization. (page 5)...
- * How to create personalized direct mail that costs about the SAME to produce as a non-personalized package. (page 8)...
- * How to make personalization pay off for small (less than 50,000 pieces) mailings. (page 9)...

-over-

- * 10 proven ways to make personalized direct mail more effective. (page 9)...
- * The 3 most common personalization mistakes in direct mail -- and how to avoid them. (page 11)...
- * And much, much more!

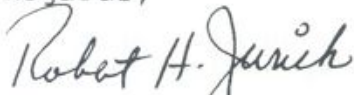
Personalization, done correctly, can make your mailing stand out from the crowd and get you the results you need, and the cost is surprisingly low.

And, if you want more personalized guidance on how to make your mailings more attention-getting with cost-effective, eye-grabbing personalization, contact the pros at **FALA Direct Marketing**. We have over 74 years of experience, plus the equipment to personalize all components of your mailing in a variety of formats, including laser, impact, ink-jet and even the new Admark III which can personalize on glossy stock!

What's more **FALA** offers complete lettershop and direct mail services, including list maintenance, merge/purge, label production, graphic design, printing, hand and machine insertion ... even a post office on the premises!

For a prompt analysis and estimate on producing your next mailing, call me now at (516) 694-1919, fax number (516) 694-7493. No obligation, of course.

Regards,



Robert H. Jurick

P.S. This letter was produced on one of **FALA's** cut-sheet laser printers. The entire letter was printed front and back in just one pass, reducing cost and production time. Also note that the letter can be personalized on both sides, Bob.