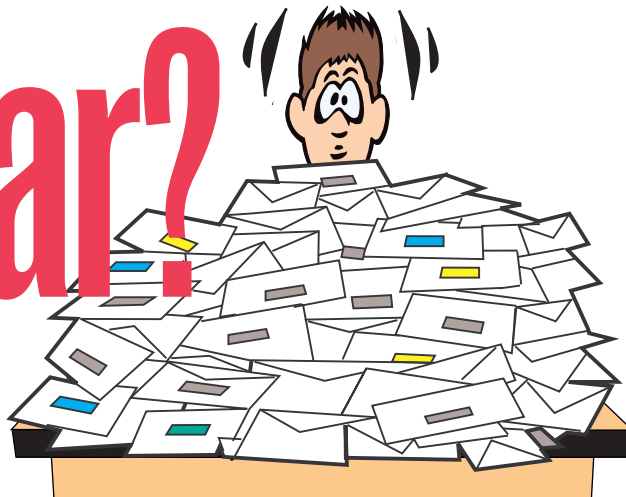


Look Familiar?



Take a deep breath, contact **ads**, & relax...
We'll take care of all of your creative, printing,
lettershop, mailing list & fulfillment needs.

ads enjoys more than 49 years of experience in all aspects of direct mail ... we understand your needs:

- Friendly & excellent customer service
- Skillful postal preparation to facilitate fastest delivery at the lowest postage rates available
- Efficient turn-around
- Budget-conscious pricing

DATA PROCESSING & FILE MANAGEMENT:

- *State-of-the-art* postal software
- Data entry, list maintenance, hygiene, & analysis
- Append zip +4 & carrier routes...barcodes to maximize postal discounts & faster delivery
- Merge/Purge; Genderization
- National Change of Address (NCOA), Deceased Screening, & more...
- CUSTOMIZED ANALYTICS & REPORTS including tracking to monitor your mailings' results & costs

LETTERSHP SERVICES:

- Inkjet addressing
- Machine & hand inserting, matching, collating, nesting, assembly for specialty mailings
- 1st class, periodical, & standard sorting to realize maximum postage discounts – *special savings for nonprofits*
- Folding, Stamping, Collating, Tabbings, Polybagging
- Pick & Pack Fulfillment

Use our calligraphy or other script fonts to address envelopes for your next invitation or announcement mailing; also available in color. Font availability varies...call for sample sheet.

LASER & VARIABLE DATA DIGITAL PRINTING:

Personalized letters & forms, great for important campaigns, appeals, promotions & other special announcements!

- Letters, documents, forms & envelopes
- Duplexing (*personalizes both sides of a sheet*)

MAILING LIST RENTALS & EXCHANGES:

Rent & exchange with organizations, consumer and business files. Select by geography, age, income, gender, ethnicity, spending habits, hobbies, & other interests including **charitable giving**. New moves, credit & bank card holders, homeowners, marital & family status, investors by market, sweepstake respondents & more...

WE CATER TO THE SPECIAL NEEDS OF NONPROFITS:

- Strategic advice on all aspects of direct mail planning, scheduling, mailing list acquisition, design, copywriting, printing & budgeting
- Evaluation of your database
- Guidance through every step of postal applications for new & additional nonprofit authorizations
- Our president was a professional fundraiser for 20 years before joining her family-owned business.

DETACHED MAIL UNIT (DMU):

ads' DMU (a bonafide US post office located at our plant) means USPS verification *before* it leaves our plant which *facilitates faster mail delivery*.

NDC & SCF TRANSPORTATION DISCOUNTS:

INCREASE your postage savings with transportation discounts up to \$43/m letters. If your list qualifies, **ads** will help you realize significant postage savings: for a 25,000 piece mailing, up to \$1,075 if SCF delivery, \$825 if NDC (less applicable handling & delivery fees; subject to current postage rates as of 8/1/11).

WE'LL HANDLE YOUR DESIGN & PRINTING:

- Fundraising Appeals, Newsletters, Annual Reports, Brochures, Postcards, Invitations, Logos, Ad Campaigns, **ON DEMAND DIGITAL PRINTING**, & more.
- Our team is proud to offer competitive pricing & innovative, exciting design & creative services.
- **ads** is certified for mailpiece design, so whether you use our designer or your own, we'll make sure your mailpiece qualifies for maximum postage discounts.

Cost-effective • Quality-conscious • Reliable!

For friendly customer service contact:

NEW YORK CITY
Andrea Schwartz
President
227 East 57th Street
New York, NY 10022
tel: 212-486-7382

NEWBURGH, NY
Jay Bedard
Manager
105 Ann Street
Newburgh, NY 12550
tel: 845-562-1155



**ads Advertising & Mailing
Services**

www.adsmail.net
212.486.7382
845.562.1155

**CONTACT US FOR A FREE ESTIMATE
AND MAIL PIECE DESIGN EVALUATION**
212.486.7382 or 845.562.1155
& remember to relax – you'll be in good hands!



www.adsmail.net

e-mail: andrea@adsmail.net

Anita & Frank Schwartz, *Founders*

Member of MFSA & AFP. In Business Since 1962.