

DIRECT MAIL

Direct mail is an integral part of virtually all political campaigns. The mail piece presents the candidate's values, experience, and commitment. A well-designed and written mail piece helps the voters judge what really matters: Is the candidate a person of substance?

Mailing Pros Inc. is here to take care of the details of your mail so you can concentrate on your campaign. Whether you are a political consultant, campaign manager, a printer who needs a reliable mail house, or a complete novice who needs everything, we can provide all needed services. Use our commitment and expertise to your advantage.

WHAT WE DO FOR YOU

We provide a wide range of services essential to the production of your political mail. We either directly produce or coordinate:

- Mail Piece Design
- Copy
- Printing
- Mail List Acquisition
- Mail Preparation and Addressing
- Delivery to the Post Office

Select What You Need

(Please note, we can acquire your mailing list, but we do not determine the selects / universes.)

WE PROVIDE ONE-STOP SHOPPING:

One invoice, one point of contact, one person responsible. During the campaign we are available 24/7.

We excel at putting the bits and pieces together to create a successful mail campaign. We can make the process easier, increase your security and provide verification at every step. We will help you with your delivery strategies and save you money.

We have a resolute desire to take care of your business and do it right. *We are your advocates in the mailing process.* We are trustworthy, competent, and responsible.

MAILING PROS INC.

What We Stand For

We Are Your Advocate in The Mailing Process.

We make the mailing process:

Reliable
Simple
Fast
Economical

- We account for all mail-related transactions.
- We are your resource for mailing solutions.
- We are responsible for our actions.

Our Core Commitments

- We are an integrity-based organization.
- We will excel in every service we provide.
- We treat all employees fairly.
- We will constantly develop better ways to accomplish our tasks.
- We will always protect our customer's interests.



PCC
LOGO

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Mailing Pros is apolitical. We do not endorse any party, candidate, or cause. We deliver the message - your message. We are a neutral provider of services.

Mailing Pros inc. is a member of MFSA, PCC and is a business partner with the USPS. The use of their logo does not imply endorsement of Mailing Pros Inc. by these organizations.



MAILING PROS INC.



Your Advocate In The Mailing Process

POLITICAL MAIL

TRUSTWORTHY - COMPETENT - RESPONSIBLE
ON TIME

MAILING PROS INC.

Mailing Pros Inc. gives you the flexibility and resources to select all the services you need from one vendor. We can coordinate mail piece design, printing, and mailing, or simply provide mailing services. Regardless of your needs, you can be confident we will execute your tasks expertly and rapidly.

CONFIDENTIALITY

Content and timing of political mail are critical. We safeguard your information and will not disclose it to unauthorized persons. You can rely on our discretion.

COMMUNICATION

We maintain close contact with our clients. Once you become our client, we provide you with our Mailing Pros contact card and the Mailing Pros political kit. We are available 24/7 for the duration of the campaign. We are acutely aware that access to us provides you with peace of mind and flexibility.

The contact card includes:

- E-mail
- Phone Numbers - day / night
- Web site
- Fax
- Text Messaging

MAILING INSTRUCTIONS

We advise, consult or suggest, but ultimately, we take our final instructions from you. These must be by fax, e-mail, or in writing. This is purely a business protocol. Please work with us on this vital aspect of the mailing and/or printing process.

PROOFING

All final proofs for printing design and copy must be signed off by the client prior to printing.

THE MAILING PROS INC. POLITICAL KIT

The political kit is a valuable reference tool that is useful for everyone, from seasoned professionals to first timers. It contains reference materials, instruction forms, contact information, etc.

VERIFICATION

Your Proof of Delivery (POD) - to the Post Office - is verified in several ways:

- Round stamp on the mailing statement (usually Form 3602). This is placed by the Post Office on presentation of the mail.
- Permit history. A record of your mailing is maintained on the USPS database.
- Drop Ship Form. This is both round stamped at the point of entry and signed at the destination unit.
- Seed mail. Send mail pieces to your own supporters / staff.
- The "Political Log" maintained at the Post Office. (Note: Mailing Pros specifically requests your mail be entered on the Political Log.)
- Mailing Pros also places a red stamp on the USPS forms clearly identifying it as political mail.

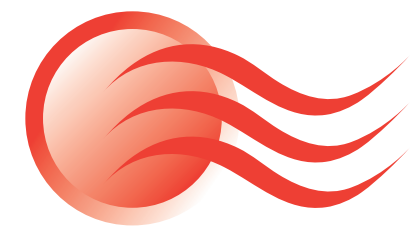
SEEDING

Send some mail pieces to your staff or supporters in addition to your mailing list. This is the best way to know when your mail delivers. Make sure the names / addresses in your seed list reside within your district. Mailing Pros can provide you with self-addressed envelopes so your seed can date the piece on the day of delivery and send the confirmed piece to your campaign headquarters. This process is an important aspect of your QC.

TERMS

All fees, printing costs, postage, list costs, etc. are due prior to mailing. Some down payments may apply when ordering printed material or lists. This is an industry-standard practice for political mail.

We Are Your Advocates In The Mailing Process, And Your Trusted Partner.



MAILING PROS INC.

