

Promotion Design Worksheet for _____ (Your Company Name)

REQUIRED INFORMATION - TO BE PUBLISHED WITH YOUR CARD

1) Check and complete all that apply: **(This is the information the buyers will use to contact you with.)**

POSTCARD
& ONLINE

POSTCARD
ONLY

Postcard Deck

ONLINE
ONLY

Online (Website, eDEK, Banner Ads)

- | | | | | |
|--------------------------|--------------------------|------------------------|--------------------------|----------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Phone: _____ | <input type="checkbox"/> | Phone: _____ |
| <input type="checkbox"/> | <input type="checkbox"/> | Toll Free 800 #: _____ | <input type="checkbox"/> | Email address: _____ |
| <input type="checkbox"/> | <input type="checkbox"/> | FAX number: _____ | <input type="checkbox"/> | Website: _____ |
| <input type="checkbox"/> | <input type="checkbox"/> | Email address: _____ | | |
| <input type="checkbox"/> | <input type="checkbox"/> | Website: _____ | | |

Message Side Information

Please complete this form and FAX or EMAIL it back to us at your earliest convenience. Please complete both pages.

- 1) What is your main objective for this postcard? (Generate quality leads, announce a new product/service etc.)
- 2) What is the product/service you would like to feature? (Include a brief description of product- What it does or what is its function?)
- 3) List at least three benefits of your product/service. (Why should people buy your product?)
- 4) List any SPECIAL OFFERS you would like to feature. (Suggested offers: Free Sample, Free Catalog, Free Trial, Limited Time Offer etc.) *NOTE: Having an offer often gives buyers more incentive to respond and boosts response more than cards without offers. Limited Time offers create a sense of urgency for response.*
- 5) Do you have a photograph, line art, and/or logo that you would like to see on the card?
(If possible, please send the artwork on the same day as this worksheet)
 - Yes, art materials and camera ready versions will be shipped or emailed on (date) _____ by (whom) _____.
 - No, I would like art to appear on the card, but I have nothing appropriate.
If no, check which option you would like:
 - Please suggest imagery for my card.
 - I have an idea of imagery I would like used: _____.
- *Please send artwork to art@machalek.com or upload it to our FTP site
(Please contact your Business Development Consultant for login information)
- 6) Please list any upcoming national tradeshow that you will be exhibiting at including your company's booth information for that show:

Reply Information Checklist for _____ (Your Company Name)

Please check the reply side option you would like and fill out the corresponding part: (Check only one)

- Please have my Business Development Consultant contact me about my reply options.
 - I am using Machalek Communications Electronic Lead Delivery Program - See Part A Below
 - I have a Business Reply Permit for my company that I would like to use - See Part B Below
 - I want to further qualify respondents by having them put a stamp on the card - See Part C Below
 - I would like to have a two-sided message card (Card can not be sent back in the mail) - See Part D Below
- *Additional charges will apply for a 4-color second message side*

Part A. Electronic Lead Delivery Program

- I am interested in using the Electronic Lead Delivery Program. Please have my Business Development Consultant call me (or simply fill out the questions below).

What address would you like to appear on the reply side?

What qualifying questions would you like to ask respondents? (Check all that apply)

- I am interested in receiving more information.
- My interest is: Immediate/3-6 Months/6-12 Months/Future Ref.
- Other (Please specify) _____
- I am interested in becoming a dealer/distributor.
- Please have a representative call me.

Part B. Business Reply Mail Information

My Business Reply Mail Permit # is: _____

My complete BRM Specific ZIP+4 Code* is: _____ - _____

**Please Note: The +4 for a BRM piece is not the same +4 used on a letter or place stamp here piece. If you are unsure about your complete ZIP +4 please contact your post office.*

Please indicate the address that corresponds with the Permit # and ZIP +4 you received from the Post Office.

What qualifying questions would you like to ask respondents? (Check all that apply)

- I am interested in receiving more information.
- My interest is: Immediate/3-6 Months/6-12 Months/Future Ref.
- Other (Please specify) _____
- I am interested in becoming a dealer/distributor.
- Please have a representative call me.

Part C. Courtesy Reply Information

What address would you like to appear on the reply side?

What qualifying questions would you like to ask respondents? (Check all that apply)

- I am interested in receiving more information.
- My interest is: Immediate/3-6 Months/6-12 Months/Future Ref.
- Other (Please specify) _____
- I am interested in becoming a dealer/distributor.
- Please have a representative call me.

Reply Information Checklist for _____
(Your Company Name)

Part D. 2 Sided Message Card Information

If you choose to have a message on your reply side. Please indicate the following:

Do you have any specific images that you would like to appear on the reply side of the card?

- Yes. Please list the names of the files you would like on your card _____
- No, I would like art to appear on the card, but I have nothing appropriate.

If no, check which option you would like:

- Please suggest imagery for the reply side.
- I have an idea of imagery I would like used: _____

*Please send artwork to art@machalek.com or upload it to our FTP site
(Please contact your Business Development Consultant for log in information)

Please indicate what copy you would like to appear on the reply side of the card:
