



2009 Rates, Dates & Data Cooperative Direct Mail Program

Marketing Power

PIZZA-DEK is the cornerstone of a multi-media marketing program targeting the owners & managers of pizzerias across the USA with independent buying authority. Your full-color card is included in the cooperative direct mail program as well as featured online at www.PIZZA-DEK.com.

2009 Publishing Schedule

Issue	Closing Date	Mailing Date
Jan/Feb(Pre Vegas Show)	Dec 19	Early-February
May	Mar 27	Early-May
Aug	Jun 26	Early- August
Oct/Nov	Sep 18	Late-October

Create New Customers & Increase Sales

- Generate High Quality Sales Leads
- Drive Traffic to Your Website
- Drive Qualified Buyers to Your 800#
- Promote Your Show Exhibit
- Mass Market a Special Offer
- Launch New Products
- Build Your Prospect Database
- Conduct Market Research with our A/B Split Program

PIZZA-DEK Audience Profile

Pizza Restaurants	47,311
Dealers & Distributors.....	1,377
Multi-Unit Operators & Franchise HQ.....	1,312
Total	50,000

7 PT UNCOATED STOCK

4-COLOR/B&W without bleeds

	50,000	CPM
Nationwide Mailing		
Standard Per Mailing	\$2,290	\$45.80
Jumbo Per Mailing	\$3,090	\$61.80

Card Size	Standard	Jumbo
Trim Size	3 ⁹ / ₁₆ " x 5 ³ / ₈ "	5 ³ / ₈ " x 7"
Image Area (No Bleeds)	3 ¹ / ₈ " x 5 ¹ / ₈ "	5 ¹ / ₈ " x 6 ³ / ₄ "

Mini-Catalogs as low as 22 cents
each for a single issue

7 PT MATTE STOCK WITH GLOSSY FINISH

4-Color Both Sides With Bleeds

UV Coat One Side; Varnish Second Side

Circulation	50,000
Standard Per Mailing	\$3,990
Jumbo Per Mailing	\$5,990

Add a solo email campaign to 26,000 Hospitality Facilities at a discounted multi-media rate

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Cooperative Direct Mail Program



Want to reach a market before or after a major trade show? We have a solution for you.

Looking to launch new products nationwide in multiple mediums? We have a solution for you.

Looking to replace trade shows with a more cost-effective campaign to the market? We have a solution for you.

Looking to achieve sales goals with a shrinking budget? We have a solution for you.

Need new customers? We have a solution for you.

Additional Online & Direct Marketing Services

Online Card in Current Offers (Archived Online Indefinitely).....	\$295
Card in PIZZA eDEK emailed to 2,000 + buyers	\$100
Solo Email Campaign to 26,000 Hospitality Facilities (must have qualifying offer)	\$2500
Solo Email Campaign Subject Line A/B Split.....	\$200
Mailing List Rental	Call for Quote

Card-DEK Program Enhancements

Four-Color on Second Message Side	\$495
Half Back Cover.....	\$495
Logo on Cover.....	\$95
First Card Position	\$395
2nd - 5th Position.....	\$95
A/B Split - Standard Card	\$275
A/B Split - Jumbo Card	\$450
Overruns (price per 1000)	\$150
Electronic Lead Delivery Program	\$100
Creative Services - Machalek Communications' Design	
Complete Creative Services – 1 Message Side	\$250
Complete Creative Services – 2 Message Sides	\$395
Redesign of Existing Layout.....	\$195
Code/Text/Minor Changes on Existing Layout.....	\$50
Re-sizing Incorrect Submissions of Customer Supplied Artwork.....	\$150