

## 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.GreatValueZone.com](http://www.Pizza.GreatValueZone.com).

### 2010 Publishing Schedule

Issue	Closing Date	Mail Date
January/February	December 31 <sup>st</sup>	Early-February
April/May	March 26 <sup>th</sup>	Late-April
August	July 2 <sup>nd</sup>	Early-August
November	October 1 <sup>st</sup>	Early-November

**Mini-Catalogs  
for less than 14 cents  
each for a single issue**

### 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
<b>Total .....</b>	<b>50,000</b>

### 7 PT UNCOATED STOCK 4-COLOR/B&W without bleeds

Nationwide Mailing	50,000	CPM
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"

### 7 PT MATTE STOCK WITH GLOSSY FINISH

4-Color Both Sides With Bleeds

UV Coat One Side; Varnish Second Side

<b>Circulation</b>	<b>50,000</b>
Standard Per Mailing	\$3,990
Jumbo Per Mailing	\$5,990

**Add a solo email campaign to 50,000 Hospitality Facilities at a discounted multi-media rate**

# 2010 Rates, Dates & Data Cooperative Direct Mail Program



## Our Solutions . . . Your Profits

### Direct Mail experts agree there are three critical components for a successful direct mail campaign:

#### Mailing List

- We mail to pizzerias and pizza suppliers numerous times each year so we invest significant resources in the quality.
- NCOA processing before mailing.
- Regular updates of newly established facilities.
- Regular purging of closed facilities.
- Trade show attendee enhancement.
- Daily responder updates.

#### Creative

- We have over 23 years experience creating effective postcards.
- We routinely hear from our customers that our designers are the best they've ever worked with.

#### Offer

The best way to generate response quickly is to give buyers an offer they can't refuse. Our multi-media programs deliver your offer to prequalified buyers while they are in "buying" mode.

## Additional Online & Direct Marketing Services

Online Card in PIZZA-DEK Online (Archived Online Indefinitely).....	\$100
Card in PIZZA eDEK emailed to 3,000 + buyers.....	\$100
Solo Email Blast to 50,000 Hospitality Facilities (must have qualifying offer) .....	\$3500
Solo Email Blast Subject Line A/B Split.....	\$100
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