



# 2012 Cooperative Direct Mail Program

FOODSERVICE-DEK multi-media program promotes your offer to qualified buyers at restaurants across the United States. Together we will create a cost effective way to gain new customers for your business.

## You supply:

- The offer and art materials

## We provide:

- Direct mail and email lists maintained in house
- Creative services by our team of experts
- Business Development consultants to strategize with about generating and following up on sales leads

## We deliver:

- 100,000 postcards mailed through the FOODSERVICE-DEK
- 22,000 cards emailed with FOODSERVICE eDEK cooperative email
- Ad featured online at FoodService.GreatValueZone.com

## Your results:

- More traffic directed to your website
- Calls to your 800 number
- New prospects for your marketing database
- More traffic at your trade show booth
- Increased sales!

*“FOODSERVICE-DEK works two fold to generate leads as well as educate a key audience about the unique products we offer. It’s a great vehicle for communicating with a large circulation that you can’t always reach through a magazine ad.”*

*Alex Reed, Big Ass Fans*

## Audience Profile:

|                                     |                |
|-------------------------------------|----------------|
| Independent Restaurants .....       | 84,842         |
| Chain & Franchise Headquarters..... | 7,351          |
| Other Food Service Buyers.....      | 4,786          |
| Dealers & Distributors.....         | 3,021          |
| <b>Total.....</b>                   | <b>100,000</b> |

## 2012 Publishing Schedule

| Issue             | Closing Date | Mailing Date   |
|-------------------|--------------|----------------|
| April             | March 2      | Early April    |
| September/October | August 24    | Late September |

## 7 PT UNCOATED STOCK / 4-COLOR/B&W with out bleeds

|                        |                  |                 |
|------------------------|------------------|-----------------|
| Full Circulation       | 100,000          | CPM             |
| Standard Per Mailing   | \$3,390          | \$33.80         |
| Jumbo Per Mailing      | \$4,490          | \$44.90         |
| 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" |

## 2012 Cooperative Direct Mail Program cont.

Here are some **FOODSERVICE-DEK** recent advertisers...



*“Qualified leads are always hard to come by and FOODSERVICE-DEK delivers consistently good results for a low cost per thousand in delivering these prospects. We have converted many of the follow-ups into solid customers -- great exposure for your brand and a good vehicle for trial offers -- we’ll continue to use this direct mail approach as a regular part of our marketing/advertising mix!”*

John McBride, Magic Seasonings Blends

### Card-DEK Program Enhancements

|   |       |
|---|-------|
| Four-Color on Second Message Side.....                            | \$395 |
| Half Back Cover.....  | \$695 |
| Logo on Cover .....   | \$195 |
| First Card Position .....   | \$295 |
| 2nd - 5th Position .....  | \$95  |
| A/B Split - Standard Card.....                                    | \$275 |
| A/B Split - Jumbo Card .....                                      | \$450 |
| Overruns (priced per thousand) .....                              | \$150 |
| Electronic Lead Delivery Program .....                            | \$100 |
| <b><i>Creative Services - Machalek Communications' Design</i></b> |       |
| 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 |



Established 1984

Check out the FOODSERVICE-DEK cooperative email blast sent to over 22,00 food service buyers at: <http://www.FOODSERVICE-DEK.com/eDEK/FSM/1109/index.cfm>



Check out the current offers online at [FOODSERVICE-DEK.com](http://www.FOODSERVICE-DEK.com).

