

GROUNDS-DEK 2012 Cooperative Direct Mail Program



GROUNDS-DEK multi-media program promotes your offer to qualified buyers at grounds buyers 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:

- Up to 150,000 postcards mailed through the GROUNDS-DEK
- Up to 26,000 cards emailed with GROUNDS eDEK cooperative email
- Ad featured online at grounds.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!

Audience Profile:

Landscape

Landscape Contractors.....	45,296
Major Lawn & Garden Services (>\$2mill).....	4,035
Landscape Architect Responders.....	564
Dealers & Distributors.....	105
Total	50,000

Parks & Recreation

Colleges, Universities, Schools & Districts.....	43,075
Parks & Municipal Park & Rec Offices	19,172
Resorts, Hotels & Motels	12,380
Golf Courses/Country Clubs.....	11,562
Camps, Campgrounds & RV Parks	5,304
Churches & Cemeteries	5,082
Public Works, Airports & Other Government.....	1,376
Amusement Parks, Ski Lodges & Other Rec.....	1,068
Swimming Pools/Beach Clubs/Water Parks	981
Total	100,000

2012 Publishing Schedule

Issue	Closing Date	Circulation	Mailing Date
February (Parks & Rec Edition Only)	Jan 13	100,000	Mid February
April	March 23	150,000	Late April
September (Pre-NRPA/GIE Issue)	Aug 17	150,000	Late September

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

Option 1: Full Circulation	150,000	CPM
Standard Per Mailing	\$4,190	\$27.93
Jumbo Per Mailing	\$5,190	\$34.60

Option 2: Parks & Recreation	100,000	CPM
Standard Per Mailing	\$3,190	\$31.90
Jumbo Per Mailing	\$4,190	\$41.90

Option 3: Landscape	50,000	CPM
Standard Per Mailing	\$2,190	\$43.80
Jumbo Per Mailing	\$3,190	\$63.80

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"

*Parks & Recreation Edition only

2012 Cooperative Direct Mail Program cont.

Here are some of GROUNDS-DEK's recent advertisers...



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
<i>Creative Services - Machalek Communications' Design</i>	
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

GROUNDS-DEK

Check out our most recent GROUNDS-DEK cooperative email blast sent to over 26,000 buyers at <http://GROUNDS-DEK.com/eDEK/GPLPR/1105/index.cfm>



Check out the current offers online at www.GROUNDS-DEK.com

