



2012 Cooperative Direct Mail Program

PIZZA-DEK multi-media program promotes your offer to qualified buyers at restaurants and pizzerias 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:

- 50,000 postcards mailed through the PIZZA-DEK
- 3,000 cards emailed with PIZZA eDEK cooperative email
- Ad featured online at Pizza.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!

“Takout Printing has been having it’s best year ever. Our sales and leads are through the roof. PIZZA-DEK is the most cost-effective way to get your products and services to the pizza industry. We just signed on for another year. Thanks guys for making this our best year ever.”

Michael Dagostino, Co-Owner
Takout Printing

Audience Profile:

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

2012 Publishing Schedule

Issue	Closing Date	Mailing Date
April	March 16th	Late April
August	July 13th	Mid August

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

Full Circulation	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 "

2012 Cooperative Direct Mail Program cont.

Here are some of PIZZA-DEK recent advertisers...



“We continue to receive leads far beyond what I had first imagined. I am also very impressed with the Machalek organization; great follow up and a true concerns that the program is working for us. We look forward to a long relationship with PIZZA-DEK.”

Dave Shafer, Bag Solutions

Card-DEK Program Enhancements

Four-Color on Second Message Side.....	\$395
Half Back Cover.....	\$495
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



Check out the PIZZA-DEK cooperative email blast sent to over 3,000+ pizza buyers at: <http://PIZZA-DEK.com/eDEK/PPMeDEKemail/1108/index.html>



Check out the current offers online at PIZZA-DEK.com.

