

## The Manhattan Mailers Advantage: Save Money and Increase Profits

As with all of our solutions, Manhattan Mailers passes a new level of benefits to your business by saving you money, time and effort—all while it increases your response rate. Manhattan Mailers offers you:

- The ability to achieve maximum postal discounts, created by tailoring your list to the ideal geographic size and area
- An unwavering commitment to seamless order execution, ensuring your list is delivered accurately, on time, and within budget

### The key to maximum exposure and reach

Imagine being able to reach virtually every household in the nation with just one comprehensive list. That's exactly what Manhattan Mailers Resident/Occupant list offers. Compiled from U.S. Postal Service records as well as U.S. Census Bureau data, and updated every two months in conjunction with the USPS, this list offers the freshest, most deliverable, most complete data available.

Made up of more than 120,000,000 addresses throughout all 50 states, the Resident/Occupant list is more than twice as complete as the next closest file. In fact, it includes every street address, post office box, rural route address and star route address available.

### Reach more for less

Make the most out of your marketing dollars by choosing selects and options based on your marketing strategy. For example, select addresses in a certain ZIP Code, or addresses within a certain mile radius from your location and make selections based on the type of residence that applies to your business. For example, you can select only multi-family and single-family residences for cable offers, or only single-family residences for lawn services. Eliminate P.O. Boxes when needed or tailor campaigns to rural addresses only.

Whatever selects you choose or number of records you purchase, you can be assured that the Resident/Occupant list is offering you the highest deliverability at the lowest price and that you are getting maximum exposure just where you need it.

### Use Resident/Occupant lists for:

- Announcing grand openings
- Drawing large crowds to your dealership
- Targeting specific geographical areas
- Increasing store traffic
- Promoting walk-in services like hair salons
- Establishing brand name recognition
- Sending offers within your area
- Promoting concerts and theater events
- Finding new members
- Supporting/complementing other marketing efforts
- Mailing sales flyers

**Contact us TODAY at 586.786.6100 to reach maximum exposure for less!**

#### Manhattan Mailers

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