

The Most Effective Way To Sell CPAs Can Be Described In Three Words.

ACCOUNTANT'S POSTCARD SHOPPER

If you are looking for a cost effective way to reach CPAs and accountants, look no further.

THE PROGRAM

The *Accountant's Postcard Shopper* is a highly targeted response pack which reaches the decision-makers, owners and managing partners of 80,000 plus small to medium-size CPA firms that have purchased or inquired about *Mostad & Christensen's* marketing products for accountants. *Mostad & Christensen, Inc.* sells marketing products for CPAs - client newsletters, brochures, Internet products, and more, and has been marketing to CPAs since 1978.

"The Mostad & Christensen Accountant's Postcard Shopper produces extraordinary results. The deck is a great performer at a cost-effective price and remains an important part of RIA's media mix."

Leo Barreras
Direct Marketing Coordinator
RIA



ENSURING SUCCESS

Up To Date

The *Accountant's Postcard Shopper* mails to the most current, most active list of direct-mail-responsive CPAs.

Uniquely Targeted

Only one pack is mailed to each firm, not wastefully mailed to all accountants at the same firm. The result: your ad reaches more prospects for less money.

Making It Simple

Each mailer contains a sheet of self-adhesive labels with the recipient's name and address. The reader simply puts a label on your card and drops it in the mail. Responding to your ad couldn't be easier!

Perfect Timing

Mailings are scheduled two times a year in April and October, to avoid CPAs' busy seasons. Your ads reach CPAs when they have time to consider your offer.

WHY RESPONSE PACKS?

Response Packs are one of the most cost-effective ways to generate new leads and sales at pennies per piece. Also, response packs allow you to cost-effectively test new products and advertising messages. Their easy-to-respond format allows the recipient to respond to your offer with little effort.

"The M&C shopper has given us efficient, invaluable access to the type of people who become our most prized subscribers – creative-minded independent accountants."

Edward A. Lyon, JD
Partner-in-Charge, Content
TaxCoach Software LLC



For more information call: 973-633-0886
or email: Sales@Strategicmktgllc.com

2011 RATES AND SPECIFICATIONS

Calendar

<u>Closing Date</u>	<u>Material Date</u>	<u>Mail Date</u>
March 11th	March 18th	April 15th
September 9th	September 16th	October 14th

Advertising Rates

Circulation 80,000

Cards

Single card b/w	\$3,850
Jumbo card	Inquire
Double card	Inquire

Color

2 color per side*	\$250 add'l
4 color per side*	\$400 add'l
Match color	\$100 add'l

*Based on standard colors only

Supplied Inserts

PLEASE INQUIRE - Prices based on size, weight, and thickness. Please submit 2 samples for approval.

Frequency Discounts

2 times \$3,150

Priority Positioning

Top position	\$300 add'l
Back out	\$250 add'l
Top 5	\$150 add'l

Special Stock

PLEASE INQUIRE

Product Samples

PLEASE INQUIRE

*A 15% commission will be given to all recognized brokers and agencies.

Mechanical Requirements

Single card size	3 1/2" x 5 3/8"
Image area	3 1/8" x 5 1/8"
Production Method	offset
Binding Method	loose deck
Paper stock	7pt. #75 High Bulk

Terms/Credit Policy

In order to confirm your space reservation, a 50% deposit is required with your signed insertion order. Balance is due by the closing date of each mailing. Cancellation of orders within 30 days of mail date will require payment in full.

Shipping Instructions

Please forward all artwork material to:

Strategic Marketing Services, LLC
4 Beaverbrook Rd., #126
Lincoln Park, NJ 07035
Tel: 973-633-0886
Fax: 973-633-0984
Email: Sales@Strategicmktgllc.com

Accepted Media:

- > Zip, Jazz, CD-ROM or DVD
 - > High resolution only (300 dpi images or higher and 1200 dpi for type or higher)
 - > Hard copy proof must be supplied
 - > No bleeds
- > Desktop Publishing Software
 - > QuarkXpress
 - > InDesign
 - > Illustrator
 - > Photoshop
 - > PDFs - X1A compliant

All artwork must arrive 4 weeks prior to mail date. Any materials not meeting required specifications may incur additional costs.

Please forward all supplied inserts to:

Schmidt Printing
1101 Frontage Road NW
Byron, MN 55920

Inserts must be delivered with a packing slip. Each carton must be properly marked with program name, mailer name, order #, key code, and quantity of inserts shipped. Inserts must arrive 2 weeks prior to mail date, but not more than 3 weeks.

Strategic Marketing Services, LLC

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