

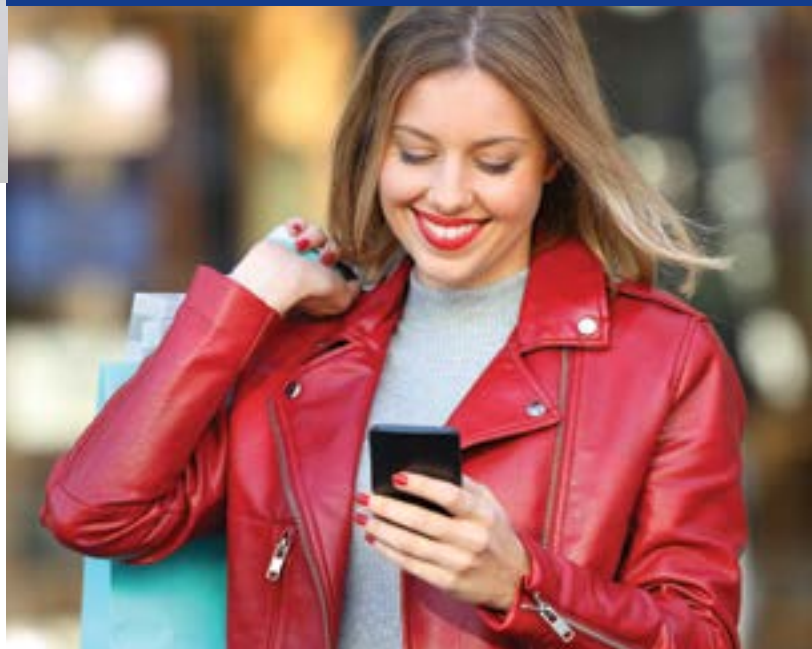
THE BEST

Local Marketing Plan

To Get & Keep More Customers!



Direct Mail • Online • Mobile




money mailer[®]
Marketing done right[™]

About Us

Complete Package

Shared Mail Envelope

+ One[™] Postcards

Envelope Cover

Solo Mail

Online Coupons

Mobile App

Business Profile

Google Analytics

Coverage Map

Mailing Schedule

Call Tracking

Direct Mail Performance

Sales Impact

Testimonials

Our Approach To Local Marketing

- ▶ Money Mailer® is a **marketing company** focused on helping businesses get and keep more customers by providing advertising that generates both **print and digital response**.
- ▶ We **drive traffic** to your online presence and have the **analytics** to prove it.



- Local
- Affordable
- Effective

- ▶ Our readers have **higher than average income** and have the ability and willingness to spend more on products and services.
- ▶ Our **oversized direct mail envelope** lets advertisers tell a bigger and better story about their business and provides consumers with valuable offers they need and want.
- ▶ We provide **owner-to-owner service** and are dedicated to helping your business grow.

Your Local Connection



Mark and Sharon Spero
Owners

A leader in the business since 1998, **Money Mailer of Fox River Valley** is a full-service direct marketing company serving the Chicagoland area and states across the nation. Owners, Mark and Sharon Spero, are dedicated to helping businesses grow and strengthen their customer base through a unique package of marketing solutions.

Money Mailer reaches consumers through the mail, online, and on their mobile phones, as it targets about 1 million select homes in the Chicago area each month and millions more nationwide. The oversized red, white and blue envelope attracts more attention, breaking through the clutter of the mailbox.

The Ultimate *Print & Digital* Package

Reach More of Your Best Customers

Print

Shared Mail Envelope

Target local consumers where they live



+ One™ Postcards

NEW

Solo postcard includes FREE insert. All eyes on you!



Envelope Cover

Premium ad on the envelope cover maximizes your exposure. With FREE insert



Solo Mail

- Birthday
- New Mover
- Custom



Digital

Online Coupons

Consumers find your offers online, extending offer reach



Mobile App

Consumers use our app to access offers on-the-go



Business Profile Page

SEO-optimized profile page helps consumers find you online



Google Analytics

Measure digital traffic generated by Money Mailer



Shared Mail Envelope

Target Your Ideal Customers Affordably and Effectively

Money Mailer's® iconic red, white, and blue envelope introduces consumers to the best local businesses.



- ▶ Our full color, 2-sided, glossy format offers 25% MORE advertising space than our nearest competitor.
- ▶ Envelopes are mailed monthly and allow you to generate new and repeat customers.
- ▶ Choose the zones and months that are ideal for your business.
- ▶ Our expert artists create your ad.
- ▶ Shared-mail format brings you reduced costs.
- ▶ Highlight your business with a strategic Envelope Cover ad — *includes FREE insert.*



New + One™ Postcard

The Easier, More Affordable Way to Do Postcards

The Money Mailer + One™ postcard is mailed with the Money Mailer envelope giving you more benefits than a solo mail postcard, for less.

- ▶ The + One postcard reaches highly desirable homes of mid to high income at the fraction of the cost of a regular postcard.
- ▶ Since only one postcard is mailed, your business will stand out with *all eyes are on you*.
- ▶ The 2-sided, full color piece gives you plenty of space to tell an impactful story with your best offers.
- ▶ Plus! You also get a FREE insert in the shared mail envelope AND all of our digital products – at no extra cost. The ultimate consumer acquisition program!



Envelope Cover *plus* Free 2-sided Insert

The Perfect Package for just 7.5¢ per home

Maximize your exposure with our premium envelope cover *plus* a FREE 2-sided insert.

- ▶ Mailed to 20,000 affluent homes, an envelope cover ad provides higher visibility.
- ▶ Combined with the FREE insert, both ads put attention on your business and offers for a boost in response.
- ▶ Optimize your marketing potential with more space to feature offers and tell your story.
- ▶ Plus a free digital package that includes your own Business Profile web page on MoneyMailer.com, placement on the Money Mailer Mobile App, and complete campaign analysis.



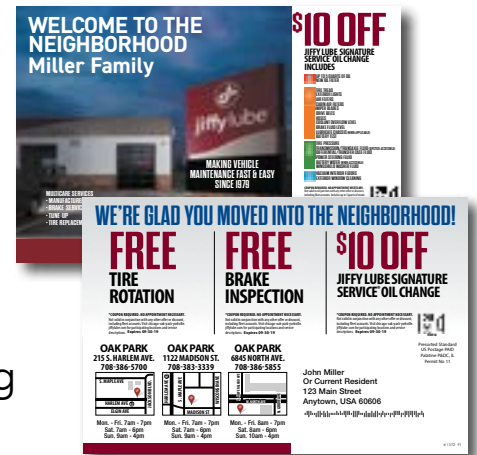
Monthly Targeted Postcards

Find New Customers with Personalized Postcards



- ▶ **Birthday** Attract thousands of customers each month with a gift from your business for their special day.
- ▶ **Pre-Mover** Reach thousands of pre-movers ready to spend.

- ▶ **New Movers** Get noticed by new movers and turn them into loyal customers. Make your business their new favorite!
- ▶ **Neighborhood** Find more customers by targeting neighborhoods you already work in. Increase ROI and save time!



FEATURES

EXCEPTIONAL FULL COLOR PRINTING

To project the highest possible image for your business.

FULLY CUSTOMIZABLE OFFER AND ARTWORK

For an ideal ad that reflects your business and brand.

PERSONALIZED

With the recipient's name to grab attention.

LARGE FORMAT

Oversized 6" x 9" postcard that stands out in the mail.

SELECT YOUR PERFECT TARGET AUDIENCE

Custom zip code area and your ideal customer demographic.

TRACKABLE RESULTS

Through recipient's name & address printed on each coupon.

EASY TO GET STARTED

Pay-as-you-go monthly • Low set-up fee • Flexible quantities • Turnkey service

Consumers find your offers fast and easily online with SEO-enhanced digital tools.

- ▶ FREE listing of your ad on MoneyMailer.com and FREE Business Profile web page.
- ▶ Powerful search bar makes it easy for consumers to find you and redeem your offers.
- ▶ Convenient searching by keywords or category.
- ▶ Consumers can view, print, or share offers and can "Favorite" your business for even faster searching.
- ▶ A cutting-edge digital presence, combined with targeted direct mail means you reach more of your best customers. An unsurpassed combination within the industry!
- ▶ Comprehensive digital tracking provides you with complete campaign and ROI analysis.



Hyper-Local Mobile App

Consumers Find Your Offers Wherever They Go

Extend your marketing with digital solutions combined with direct mail campaigns to reach consumers on-the-go. The Money Mailer app makes it easy for consumers to search for great deals and redeem your offers.

- ▶ FREE listing of your ad on our digitally enhanced mobile phone coupon app.
- ▶ Consumers search for offers around their current GPS location for hundreds of local coupons nearby!
- ▶ Powerful search feature on the home screen makes your offers easy to find.
- ▶ Your location is pinned to an easy-to-navigate digital map.
- ▶ Our custom redeem feature lets you track redemptions and limit the total number of redemptions per customer.
- ▶ Consumers have access to your free **Business Profile** page through the app.



Business Profile Web Page

FREE online listing for every advertiser

SEO-optimized profile page helps consumers find you online – even driving traffic to your own website and social media through direct links to your sites.

Your unique digital **Business Profile** page displays your:

- Offers - with an option for consumers to save their favorites
- Business description - for greater impact on your prospects
- Products & Services - built with SEO value for better search results
- Website and Social Media links - direct to your own sites to boost your digital footprint!
- Interactive digital map location - with an easy link to directions
- Hours • Contact info • Testimonials and MORE

The screenshot displays a business profile for "Brunch Cafe". The header shows the business name and a star icon. Below this, the address "272 S Pine Street, Saint Charles, IL 60074" and phone number "830 940-2824" are listed. A "Visit Website" button is present. A map section titled "Visit Brunch Cafe Near You" shows the location. The "PRODUCTS & SERVICES FROM BRUNCH CAFE" section lists "Tacos & drinks", "Brunch cafe", "Breakfast, lunch & dinner", and "Catering". A testimonial section titled "WHAT PEOPLE ARE SAYING ABOUT US" contains a positive review. On the right, a "Current Offers" section lists three deals: "\$3 Off Any Purchase of \$25 or More", "\$2 Off Any Purchase of \$35 or More", and "20% Off Any Catering or Banquet Order". Below these are promotional banners for "brunch Cafe" featuring "New Spring Menu Items" with "\$2 OFF" and "\$3 OFF" on drinks, and "Catering for All Occasions" with "10% OFF Any Catering or Banquet Order".

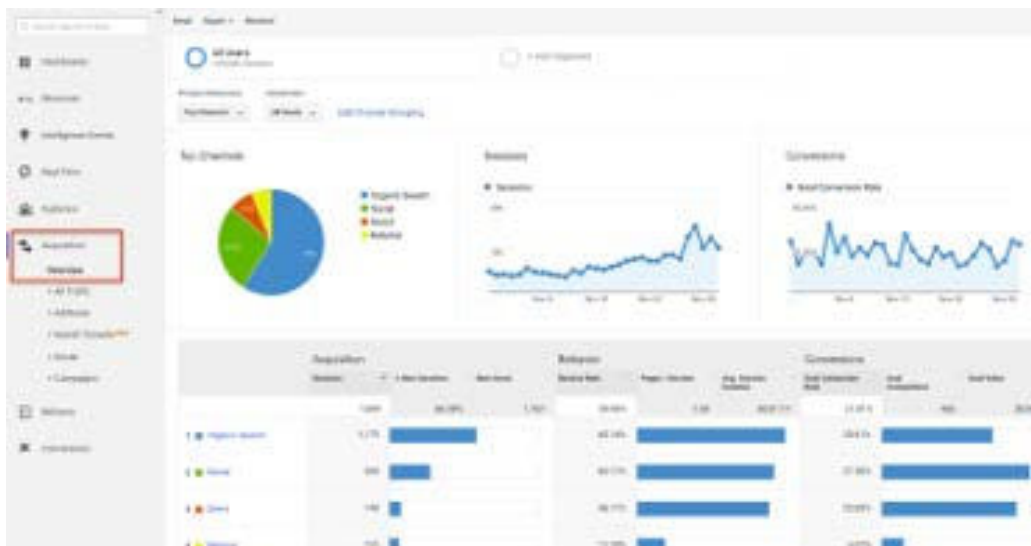
Google Analytics

FREE analytics evaluation to measure your digital traffic

Your Money Mailer ad campaign not only creates phone calls and coupon redemptions, it also drives WEB TRAFFIC.



- ▶ Google Analytics is a free tracking tool that gives you detailed data on your website visitors and actions taken on your website.
- ▶ By having Google Analytics properly configured on your website, we'll help you understand the impact Money Mailer has made for you online.
- ▶ We will provide FREE ongoing analytics consultation so that you gain access to trends related to your campaign.
- ▶ By reviewing your Google Analytics reports, we can help you make better data-driven marketing decisions to grow traffic and boost sales!



Why Advertise With Money Mailer®?

We Offer The Best Local Marketing

- ▶ Money Mailer reaches more than **8 million households** in over 15 states per month
- ▶ We mail in **hyper-local zones** of 10,000 affluent households
- ▶ **9 out of 10** consumers who receive Money Mailer® open the envelope²
- ▶ **We Target The Best Customers**



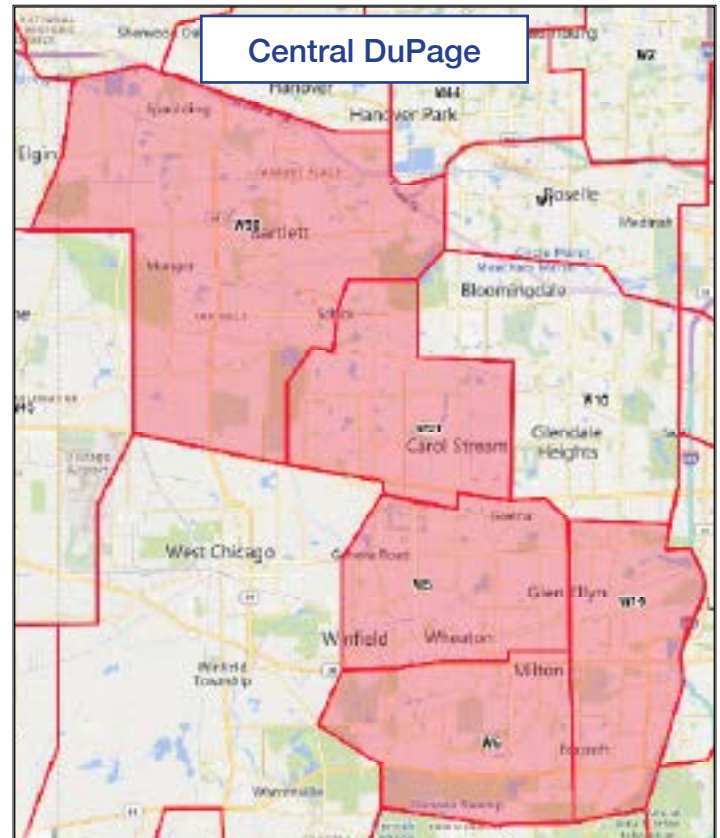
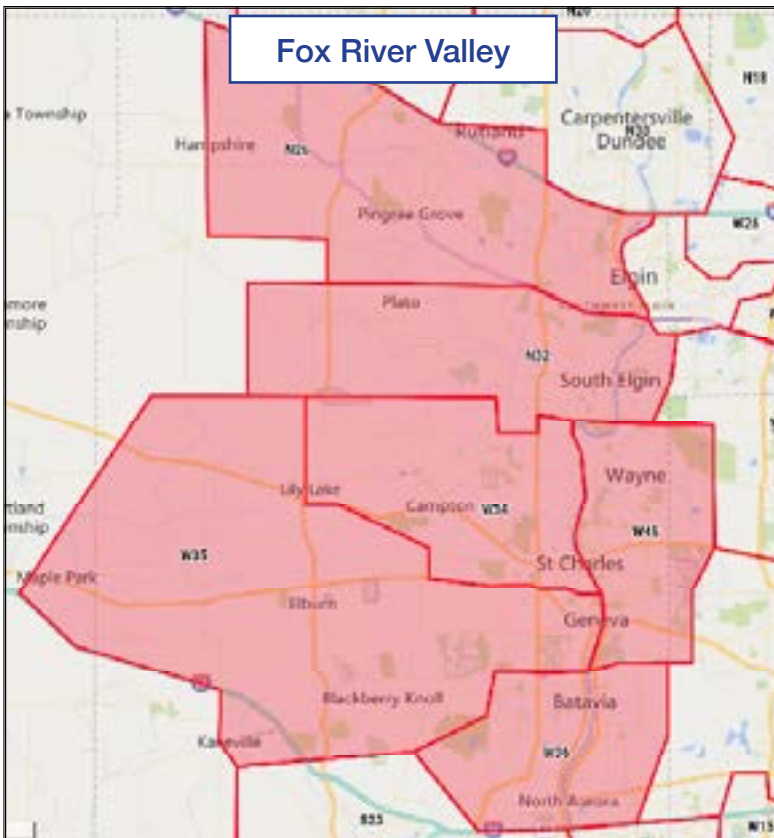
| Money Mailer® Consumer Profile Chicago Market | Chicago Average | Money Mailer® |
|--|--------------------|---------------|
| Median Household Income | \$69,122 | \$104,645 |
| Home Owners | 66% | 84% |
| Bachelor's Degree or Higher | 37% | 48% |
| Households with Children | 32% | 36% |
| Households with 2+ Vehicles | 54% | 71% |

Source: Census Data, Bureau of Labor Statistics Consumer Expenditure Survey, May 2019

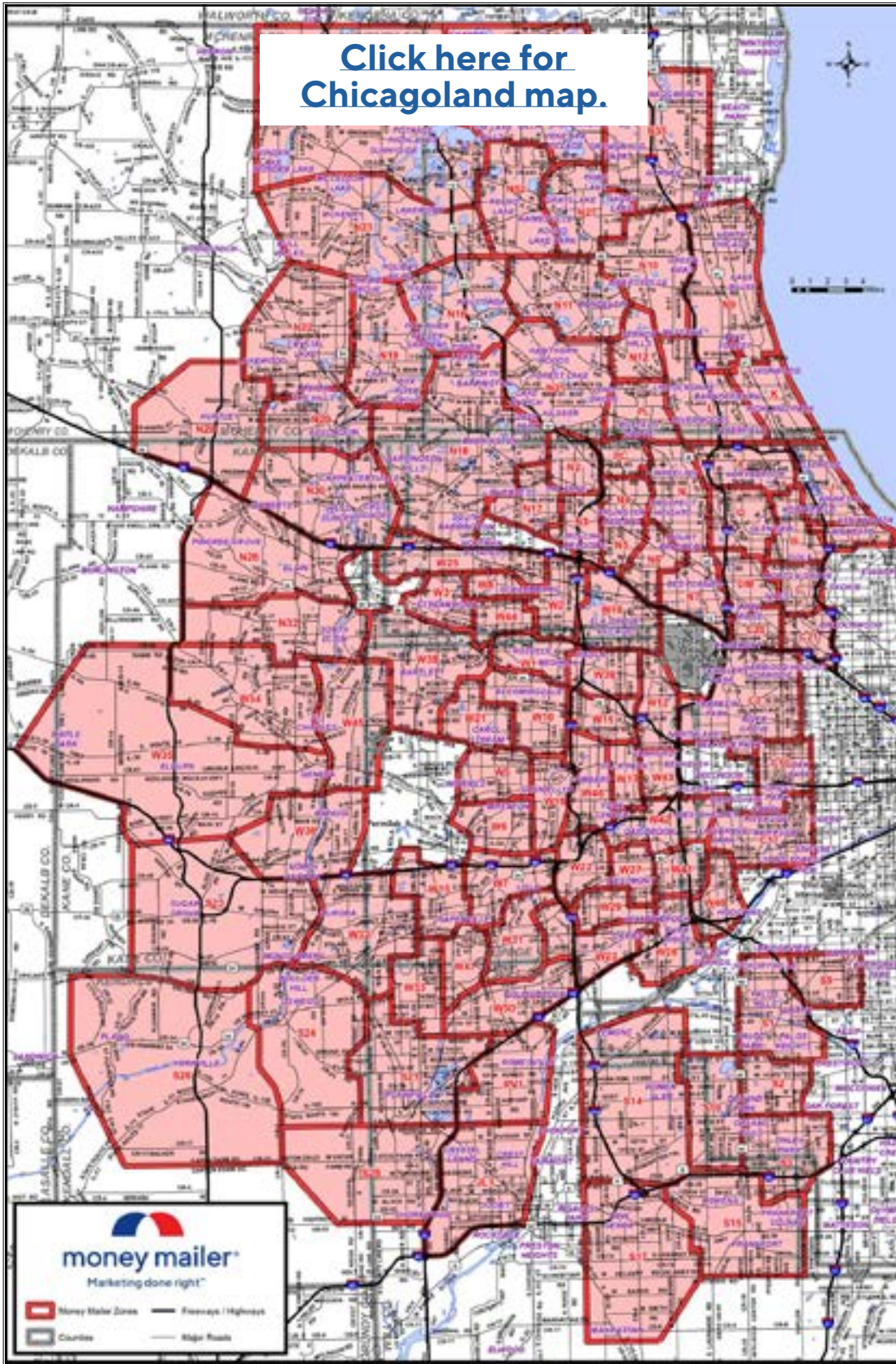
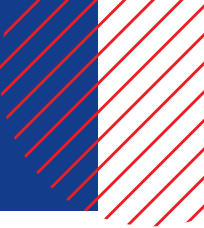
2025 MAILING SCHEDULE MONEY MAILER OF FOX RIVER VALLEY CHICAGO AREA

| | In-Home Week | Insert Copy Deadline |
|----------|-----------------|-------------------------|
| Cycle 1 | January 20 | 12/20/24 |
| Cycle 2 | March 17 | 2/24 |
| Cycle 3 | April 14 | 3/24 |
| Cycle 4 | May 12 | 4/21 |
| Cycle 5 | June 16 | 5/22 |
| Cycle 6 | July 14 | 6/19 |
| Cycle 7 | August 18 | 7/24 |
| Cycle 8 | September 15 | 8/25 |
| Cycle 9 | October 13 | 9/22 |
| Cycle 10 | November 17 | 10/27 |
| Cycle 11 | December 15 | 11/24 |

Complete Coverage Throughout Chicagoland



Chicagoland Coverage



Measure Talk Times • Listen to Calls • Multiple Locations • Justify Ad Spend • Calculate ROI

What is Call Tracking?

Money Mailer offers the ability to track customer phone calls generated by your direct mail campaign. A unique phone number directs calls to your existing phone line. You'll be able to listen to recorded conversations, keep track of the number of calls you receive and calculate a more accurate return on your investment!



Listen to Calls

Calls to your CallRail phone number are recorded*, allowing you to listen to conversations and deliver customer service feedback to your staff.

"Hi my name is Joe, how can I help you today?"

"I'd like to have 10 new windows installed this month."

Measure Response & ROI

The best way to assess your ROI is to link every lead back to the specific marketing source that drove the response—including phone calls, in-store redemptions and traffic driven to your website. Without call tracking it's not possible to see the full picture of your marketing efforts and results.

Here's an ROI calculation example using call tracking results:

| | |
|--|-------------|
| Number of Calls Per Mailing | 30 |
| Average Transaction | \$500 |
| Estimated Sales (Assume 50% Close Rate) | \$7,500 |
| Estimated Gross Profit Margin (Assume 50%) | \$3,750 |
| Number of Money Mailer Zones Mailed | 4 |
| Rate Per Zone | \$400 |
| Advertising Investment Per Mailing | \$1,600 |
| ROI | 234% |

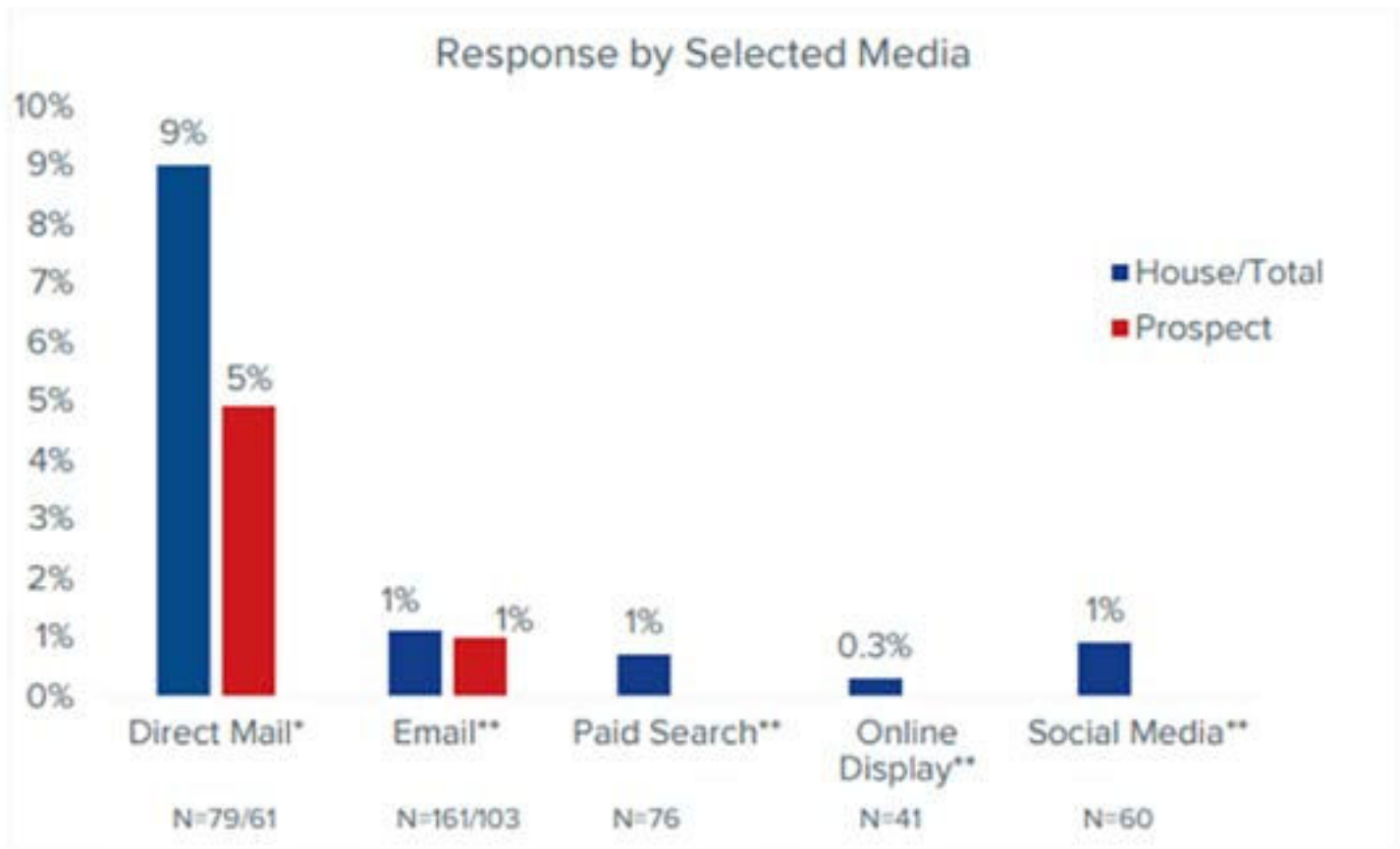


*CallRail eligibility may vary by state and by category.

Call Analytics • Campaign-Level Attribution • 1000+ Integrations Available • Single Dashboard

Direct Mail Continues to Deliver

Direct Mail response rates significantly outperformed digital in 2018 (9%) – The strongest in 15 years.



**Direct mail was plotted to the median. **CTR x Conversion rate.*

91%
of consumers
use paper coupons¹

95%
of recipients have
said they open their
Money Mailer²

82%
of millennials
trust print ads over
digital ads³

90%
of direct mail gets
opened vs. 23% of
emails⁴

Coupons Drive Sales!

Businesses offering special deals increase traffic & GROW their customers

Let Money Mailer® help you with an effective, affordable plan!



"91% of consumers use paper coupons"
- 2020, Valassis

Increase Trial

When a coupon reduces the cost of a product or service, consumers recognize the value and are more willing to buy.

Generate Repeat Business

Coupons can encourage consumers to make a repeat purchase. Offer a discount on their next purchase, and you will be at the top of their shopping list.

Accelerate Purchasing

Coupons can accelerate repeat purchasing behavior. With a time-sensitive discount offer, consumers will buy more product, faster.

Block Competitor Messaging

The competition may have special packaging, funny ads, and any number of other attributes. But offering a discount and special savings can drown out all of your competitors' hard work.



- Money Mailer® helps you **build** your business
- More **customers** = more **sales**
- Acquire market share and **beat** the local competition!

Proudly Serving Fox River Valley & Central DuPage



Contact us today to discuss your local marketing plan

Money Mailer of Fox River Valley
sspero@moneymailer.com

Phone: 630.377.4930
www.MoneyMailerFRV.com

Actual Results*



24% increase in average check – Ivy of Wheaton, IL

987 coupons redeemed in one mailing – McDonalds, IL

40% increase in business – Mellow Mushroom, SC

10X ROI generated in first month – Texas Roadhouse, TX

35 new customers per mailing – Ultimate Gymnastics, IL

1/3 of leads come from Money Mailer – Budget Blinds, IL

150 redemptions per mailing – Jiffy Lube, NJ

*Results are not guaranteed and may vary depending on category, offer and campaign strategy.

Hear What Advertisers Are Saying

“If Money Mailer were to disappear, my business would drop 20-30%.”

– Rosati’s Pizza, Round Lake Beach, IL

“My office has grown and generated a 20-30% increase from Money Mailer advertising.”

– Avid Dental, Lindenhurst, IL

“It's no longer an investment for me,

it's a pay day.”

– Revitalize with Rebekah, Lehigh Valley, PA



money mailer®