



## 2019 Summer Direct Mail Program

Have a graduation event, in-store sale, or Summer product line you want to promote?  
We've got you covered with the ddk 2019 Summer Direct Mail Program!

### why ddk ?

#### Target Smarter

We help increase your direct mail response rates by using the local knowledge of you existing customer base, combined with our jewelry demographic model.

#### Monitor and Learn

We track your return on marketing spend with advanced reporting.

#### Save Time

Your dedicated Account Manager is available to assist making educated and analytical direct mail marketing decisions with you.

#### Stand Out

Choose from a variety of unique and engaging formats and artwork.

### important program dates

Event Name	Summer 2019
In-Home Target	7/30 – 8/1
Open Enrollment Begins	6/3
Last Day to Send Customer Data	7/2
Promotion Dates	open

**all artwork and order approval due by:**  
**July 9, 2019**

### program details

#### Four Page Mailer

Prospecting	Customer	In-Store
\$ .80	\$ .88	\$ .63

#### Six Page Mailer

Prospecting	Customer	In-Store
\$ .85	\$ .93	\$ .68

#### Eight Page Mailer

Prospecting	Customer	In-Store
\$ .90	\$ .98	\$ .73

- Flexible minimums to work with your marketing budget
- All-In Pricing Includes:
  - Custom Data Targeting Model
  - Artwork Creation
  - High-quality print
  - Dedicated Account Manager & Brand Coordinator
  - Print Production Expertise
  - Postage
  - Freight
  - Post-Campaign insight analysis
  - Co-Op Submission Support
- Mailers are personalized with your store information, logo, and brands
- Co-op reporting handled by ddk
- Your own personal Account Manager dedicated to helping you determine the most effective and efficient mail strategies

Questions? Give your sales executive a call!

**Thure Hallgren | 312.241.1816**

# base art themes - Summer 2019

All themes below are available in a 4-panel, 6-panel, or 8-panel mailer.



**Want to know more about ddk?**

Check out our feature on pages 17-18 in Issue I of The Spectra!

**And stay up to date on all AGS direct mail promotions at:  
[ddkmarketing.com/AGS\\_Events](http://ddkmarketing.com/AGS_Events)**