

1. High Contact - Low Cost Marketing

FIRE-DEK reaches your target market and buyers in High Volume, giving you maximum exposure for minimal investment. It is a cost-effective way to prospect the entire niche market.

2. Generate High Quality Sales Leads

While buyers respond in various ways (online, phone calls and mail) you know two things: they are **qualified** and **interested** in your products and offers.

3. Drive Traffic to your Website

The card deck format is increasingly used to find your company online. The cards are easy to flip through and set by a computer.

4. Drive Traffic to your

Trade show Exhibits

Many of our FIRE-DEK issues are timed to reach buyers BEFORE key industry trade shows. Run in these issues to increase your trade show ROI.

5. Reach buyers in a "Purchasing" frame of mind

Buyers rip-open the FIRE-DEK to find your offer vs. reading a magazine for the articles.

6. Each time you do a FIRE-DEK mailing, we will give you a free web ad on www.FIRE-DEK.com.

Your online ad will even include a link to your site, your 800# and an "email us" button, putting buyers directly in contact with you.

7. Direct Mail Diversifies Your Marketing Campaign

Like any good investment, having a mix of different mediums is vital to your success.

8. Amazing Customer Service

Our team is committed to your success! From the first point of contact to designing your ads, our team will create and execute your campaign with the passion and knowledge of over 20 years in direct marketing!

9. Custom Approach

No matter your goal, we will customize your campaign to achieve your objectives: Sales Leads, Image Pieces, Mini-Catalogs, Online Ads and Email Campaigns to name a few!

10. Results Based Marketing

Providing your best return on investment. You contact 45,000 prequalified buyers in print, including printing, postage, mailing list and creative services for only pennies per contact. Plus a variety of online options.

**GROW YOUR SALES
WITH FIRE-DEK!**

