

Marketing Power

PIZZA-DEK is the cornerstone of a multi-media marketing program targeting the owners & managers of pizzerias across the USA with independent buying authority. Your full-color card is included in the cooperative direct mail program as well as featured online at www.Pizza.GreatValueZone.com.

2010 Publishing Schedule

Issue	Closing Date	Mail Date
January/February	December 31 st	Early-February
April/May	March 26 th	Late-April
August	July 2 nd	Early-August
November	October 1 st	Early-November

**Mini-Catalogs
for less than 14 cents
each for a single issue**

Create New Customers & Increase Sales

- Generate High Quality Sales Leads
- Drive Traffic to Your Website
- Drive Qualified Buyers to Your 800#
- Promote Your Show Exhibit
- Mass Market a Special Offer
- Launch New Products
- Build Your Prospect Database
- Conduct Market Research with our A/B Split Program

PIZZA-DEK Audience Profile

Pizza Restaurants.....	47,311
Dealers & Distributors.....	1,377
Multi-Unit Operators & Franchise HQ	1,312
Total	50,000

7 PT UNCOATED STOCK 4-COLOR/B&W without bleeds

Nationwide Mailing	50,000	CPM
Standard Per Mailing	\$2,290	\$45.80
Jumbo Per Mailing	\$3,090	\$61.80

Card Size	Standard	Jumbo
Trim Size	3 9/16" x 5 3/8"	5 3/8" x 7"
Image Area (No Bleeds)	3 1/8" x 5 1/8"	5 1/8" x 6 3/4"

7 PT MATTE STOCK WITH GLOSSY FINISH

4-Color Both Sides With Bleeds

UV Coat One Side; Varnish Second Side

Circulation	50,000
Standard Per Mailing	\$3,990
Jumbo Per Mailing	\$5,990

Add a solo email campaign to 50,000 Hospitality Facilities at a discounted multi-media rate

2010 Rates, Dates & Data Cooperative Direct Mail Program



Our Solutions . . . Your Profits

Direct Mail experts agree there are three critical components for a successful direct mail campaign:

Mailing List

- We mail to pizzerias and pizza suppliers numerous times each year so we invest significant resources in the quality.
- NCOA processing before mailing.
- Regular updates of newly established facilities.
- Regular purging of closed facilities.
- Trade show attendee enhancement.
- Daily responder updates.

Creative

- We have over 23 years experience creating effective postcards.
- We routinely hear from our customers that our designers are the best they've ever worked with.

Offer

The best way to generate response quickly is to give buyers an offer they can't refuse. Our multi-media programs deliver your offer to prequalified buyers while they are in "buying" mode.

Additional Online & Direct Marketing Services

Online Card in PIZZA-DEK Online (Archived Online Indefinitely).....	\$295
Card in PIZZA eDEK emailed to 3,000 + buyers.....	\$100
Solo Email Blast to 55,000 Hospitality Facilities (must have qualifying offer)	\$2500
Solo Email Blast Subject Line A/B Split.....	\$100
Mailing List Rental.....	Call for Quote

Card-DEK Program Enhancements

Four-Color on Second Message Side	\$495
Half Back Cover	\$495
Logo on Cover	\$95
First Card Position	\$395
2nd - 5th Position	\$95
A/B Split - Standard Card	\$275
A/B Split - Jumbo Card	\$450
Overruns (price per 1000)	\$150
Electronic Lead Delivery Program	\$100
Creative Services - Machalek Communications' Design	
Complete Creative Services – 1 Message Side.....	\$250
Complete Creative Services – 2 Message Sides.....	\$395
Redesign of Existing Layout	\$195
Code/Text/Minor Changes on Existing Layout.....	\$50
Re-sizing Incorrect Submissions of Customer Supplied Artwork.....	\$150