



The Most Cost Effective Way to Reach Your Commercial Customers.

WHY DIRECT MAIL VS. NEWSPAPER, TV OR RADIO?

Traditional media is adequate for reaching the consumer audience as direct mail costs can be prohibitive in trying to reach tens of thousands of consumers in a given market. The same media, however, is not cost effective to reach a specific audience such as commercial landscapers.

Example: Let's say that 1 out of every 10 people in a given market get the local paper. You then have to hope that person goes to the section and the page where your ad is placed.

If 1 out of 10 people get the paper, THEN 1 OUT OF 10 LANDSCAPERS GET THE PAPER.

You are spending your ad \$ to reach only 10% of your targeted customer.

Direct mail allows you to directly get your message to your commercial customers for pennies each.

TOP Equipment (TOPE) will again offer a turn-key Commercial Direct Mail program. We will design, print and mail your postcards for you. All that is required of the dealer is a commercial list and the basic information you want on the mailer. (Lists can also be generated from warranty registrations on both the ECHO/Shindaiwa & SCAG web-sites.)

How the program works:

1. Contact TOP Equipment Marketing Director, Mike Elliott at least 3 weeks prior to the date of your mailing.
2. Decide if you want us to mail your postcards for you or if you would prefer to do it yourself.
3. Submit the number of commercial customers on your list to TOPE so we can determine costs.
4. TOPE will design your postcard and send you a proof along with exact final costs of mailer. Costs of mailing are eligible for co-op based on your available co-op funds.

Note: To keep costs down, postcards are printed in bulk quantities so there will be left-overs that will be sent to you for distributing to your in-store customers.

DIRECT MAIL COSTS

Note: Professional postcards are all printed on heavy card stock with glossy coating. Costs on printing are firm & accurate. Exact printing & mailing costs will be given to you once TOPE has an exact total for the number of names on your mailing list.

SIZE (inches)	QUANTITY	PRINTED	PRINTED & MAILED
4 X 6	100	\$ 25.00	\$ 64.00
4 X 6	200	\$ 35.00	\$ 113.00
4 X 6	500	\$ 70.00	\$ 265.00
4 X 6	1,000	\$ 40.00	\$ 430.00
4 X 6	2,500	\$ 70.00	\$1,050.00
5.5X8.5	100	\$ 42.00	\$ 96.00
5.5 X 8.5	200	\$ 65.00	\$ 173.00
5.5 X 8.5	500	\$120.00	\$ 390.00
5.5 X 8.5	1,000	\$ 80.00	\$ 625.00
5.5 X 8.5	2,500	\$125.00	\$1,480.00
6 X 11	100	\$ 60.00	\$ 114.00
6 X 11	200	\$ 90.00	\$ 198.00
6 X 11	500	\$185.00	\$ 455.00
6 X 11	1,000	\$110.00	\$ 650.00
6 X 11	2,500	\$175.00	\$1,530.00

NOTE: Costs shown are BEFORE co-op funds are applied. Contact Mike Elliott @ TOPE for available co-op funds for your dealership.

PRE-APPROVAL FORM

PLEASE SUBMIT AT LEAST 3 WEEKS PRIOR TO THE DATE YOU WOULD LIKE YOUR POSTCARDS TO BE MAILED

DEALERSHIP: _____ CITY, STATE: _____

CONTACT NAME: _____ PHONE: _____

E-MAIL ADDRESS: _____

DATE OF MAILING: _____

OF NAMES ON MAILING LIST: _____ Mailer Size: 4X6 5.5X8.5 6X11

BRANDS TO BE REPRESENTED ON MAILING: (Circle All That Apply)



Do you have a dealership logo you can supply? (CIRCLE) YES NO
 (If YES, please e-mail logo to mike@topequipment.net)

PURPOSE OF MAILER: _____ Open House, _____ Promotion, _____ New Product Announcement,
 _____ OTHER

Please explain if necessary:

OPEN HOUSE INFORMATION

DATE: _____ HOURS: _____ AM - _____ PM

MEAL/FOOD INFO: (Hours Served & Type of Food)

Any other details you would like included on the mailer:



DIRECT MAIL PROGRAM

PRE-APPROVAL FORM

PROMOTION INFORMATION

PLEASE GIVE US DETAILS ON THE PROMOTION: (Products, Dates, Specific Promo Details)

IF POSTCARD IS BEING SENT FOR REASON OTHER THAN AN OPEN HOUSE OR PROMOTION, PLEASE PROVIDE DETAILS:

NOTE:

If we are doing the mailing for you, we will need your list in EXCEL format.
5 Columns: NAME, ADDRESS, CITY, STATE, ZIP

Please complete and fax to:

(512) 863-8050
Attn: Mike Elliott