

pURLS

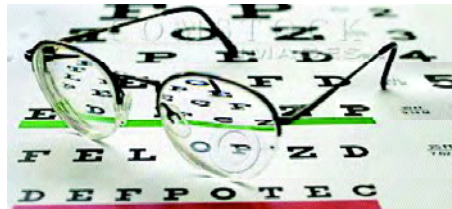
About pURLS

A pURL is a personalized url or website, that uses variable text, images and links on a series of landing pages. Incorporating a purl into your direct marketing campaign will boost response rates, provide a measureable ROI, access to reporting results 24/7, capture customer information and preferences & generate qualified leads. The landing pages can be designed to mimic an existing website or incorporate the same look as your direct marketing piece. Take the guesswork out of direct marketing and take a targeted approach.



It's time for your next eye exam!

From: familyeyecare@eyecare.com
Sent: Wed 5/20/09 11:36 AM
To: janesmith@patient.com
2 attachments



Jane

Dear Jane:

It's time to schedule your next eye exam. At your last exam we discussed the need for routine eye care because during this stage of our lives it is normal for people to have more problems with their close vision. This comes when we spend more time than ever on computers at work, text messaging and emailing each day. Likewise, it is important to check for eye diseases that can become more common as we age.

Check out http://jane_smith.familyeyecare/checkup for tips on how to keep your eyes healthy, in addition, give us a call at (123) 456-7890 to schedule your next eye exam. We'll be looking forward to seeing you again soon.

Thanks again.

Sincerely,

Family Eye Care Center

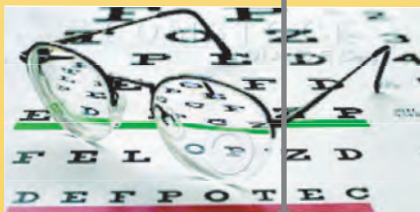
ELECTRONIC

- Email Blasts

http://jane_smith.familyeyecare/checkup

PRINTING

- Postcards
- Calendars
- Letters



http://jane_smith.familyeyecare/checkup

Hi Jane

It's time to schedule your next eye exam. At your last exam we discussed the need for routine eye care because during this stage of our lives it is normal for people to have more problems with their close vision. This comes when we spend more time than ever on computers at work, text messaging, and e-mailing each day. Likewise, it is important to check for eye diseases that can become more common as we age.

Check out http://jane_smith.familyeyecare/checkup for tips on how to keep your eyes healthy. In addition, give us a call at (123) 456-7890 to schedule your next eye exam. We'll be looking forward to seeing you again soon.

Family Eye Care Center
1234 Any Street
Anytown, USA 12345

Jane Smith
1010 Elm Street
Plymouth, WI 53214

FAMILY EYE CARE CENTER

1234 ANY STREET | ANYTOWN, USA 12345 | (123) 456-7890 | WWW.FAMILYEYECARE.COM

Digital Cross Media Solution - What is it?

- Uses multiple media channels including, direct mail, e-mail and websites.
- Responses & preferences of customers are captured & tracked in real time.
- Customer receives personalized message or offer.

Benefits

- Improved response rates over stand alone direct mail or e-mail.
- Personalized content tailored to user makes your piece more relevant.
- Creates interaction with customer at their convenience.
- Builds a targeted database or enhances existing customer records.
- 24/7 access to instantly updated reporting and lead generation.
- Provides measureable ROI and response rate for your campaign.

See what Personal URLs can do for you!

PURL CAMPAIGN - Pricing

- Pricing includes, importing and mapping of provided database, securing web address for campaign, design and set up of landing pages (3), creation of purl addresses and providing a secure login to view real time campaign results.
- New Campaign fee - \$750.00 + per purl fee (see below).
- Reoccurring Campaign Fee - \$75.00 + per purl fee (see below).

Quantity	1-999	.16 each purl (minimum of \$25)
	1000- 4999	.14 each purl
	5000-9999	.13 each purl
	10000-24999	.12 each purl
	25000-50000	.10 each purl

E-MAIL BLAST - Pricing

- Set Up Fee - \$50.00 + \$.07/e-mail.
* Art Supplied



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P.O. Box 440 1434 Progress Lane
Omro, Wisconsin 54963-0440
Telephone: 920.685.5662 • Fax: 800.541.5967
www.printco.com