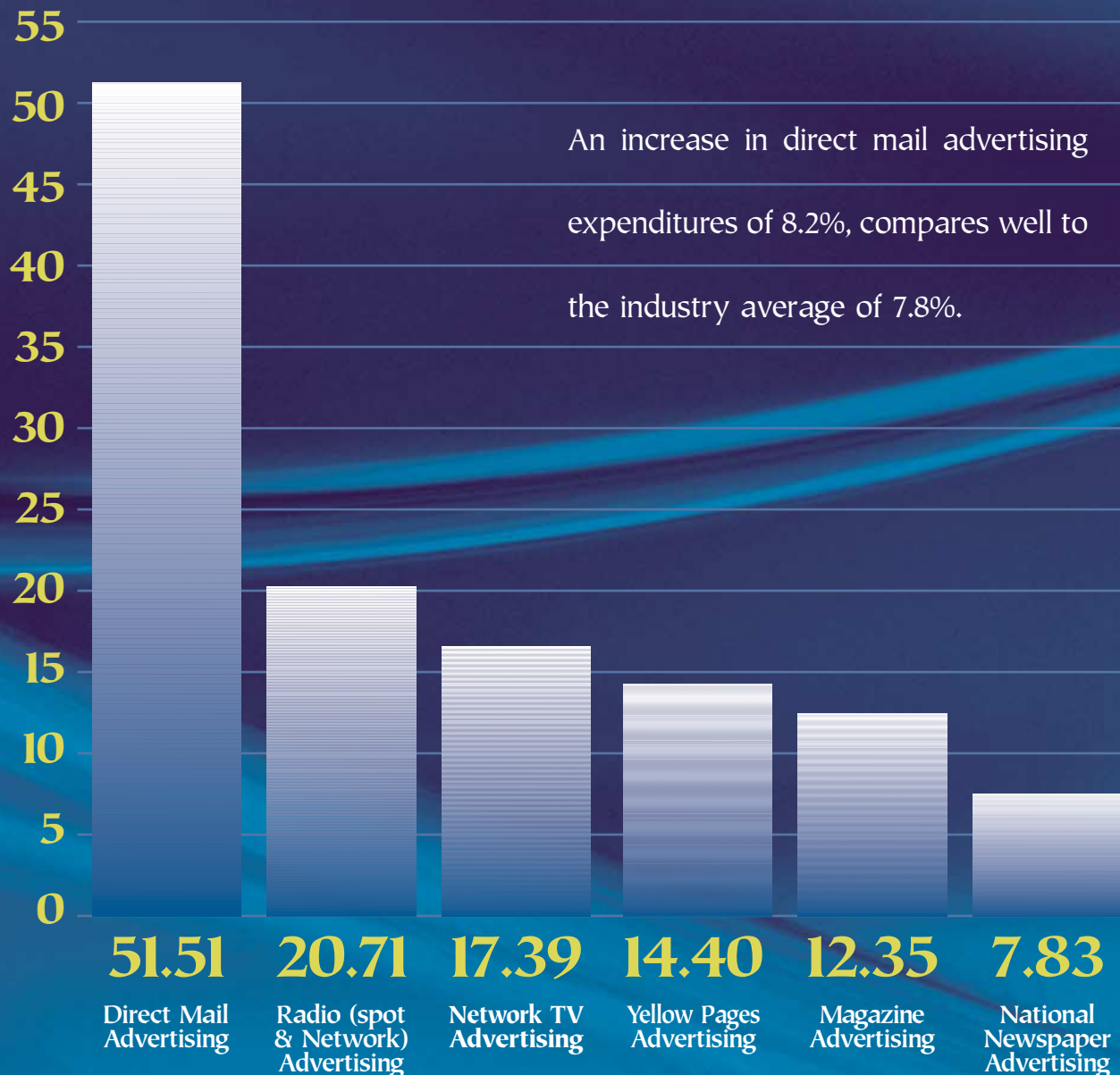


Year after year, national advertisers spend far more on direct mail than on any other medium.

Where Marketers Will Advertise



Local retailers are joining the ranks of national advertisers by discovering the benefits of direct mail. SAVE on Everything is a low-cost, effective alternative to other forms of advertising, and it allows you to target the consumers you want to reach without wasted advertising coverage.

Sources: Universal McCann, in Ad Age Magazine