



Every Door Direct Mail®

Since the launch of Every Door Direct Mail® 2011, over one billion pieces have been printed and mailed – and this number continues to grow as more companies look to this service to market their businesses.

Every Door Direct Mail service. We print, process & mail. All you need to do is pick the routes. This lets your business reach every home, every address, every time. You can even order it on-line 24 hours a day 7 days a week by simply going to http://www.auburnprinters.com/page_orders/orders.html and creating an account, pick your quantities and where you want them to mail. THAT'S IT!

Every Door Direct Mail gives businesses a simple, low-cost way to find the customers that matter most: the ones right in their neighborhood. They simply identify the neighborhoods they want to reach, and a Postal Service Letter Carrier takes the printed piece to every address when delivering the day's mail. There is a free online mapping tool that lets businesses target the carrier routes for their mailings. The tool can be accessed at usps.com/eddmtool. Businesses don't even need to know any names or street addresses; mailpieces can be addressed with "Local Postal Customer".

Other benefits that will help you promote Every Door Direct Mail to customers.

- It's cost-effective. Postage is as low as 14.5 cents per piece.
- It's a powerful way to market locally. Businesses can send mailings to every home near their location.
- It provides the one-to-one power of mail. Unlike broad-based media such as radio and TV, Every Door Direct Mail gets directly into the hands of consumers. They can read the mailing at their leisure, save it for future reference, and share it with others who may be interested in what the business is offering.

- It helps boost the effectiveness of an integrated marketing campaign. No matter what marketing channels a business is using, mail can help improve the results. In fact, *The Little Book of Bigger Returns* (Royal Mail Group Ltd., 2011) found that mail boosted ROI by 20% when it is part of an integrated campaign. According to the same source, mail also helped increase the lift of local ads by 44% and online campaigns by 62%.
- It can be printed in a variety of sizes. With Every Door Direct Mail® service, businesses can send a Standard Mail® flat, irregular parcel, periodical, or bound printed-matter flat. The Standard Mail flat is the most popular option. It provides a flexible range of sizes – making it ideal for anything from a quick sales announcement to an in-depth product story.
- It helps messages work harder. Every Door Direct Mail allows businesses to include coupons, menus, event calendars, store maps, and more – all of which bring customers to their door.
- To learn more about how both options can help you grow revenue, go to usps.com/everydoordirectmail

Reach every home, every address, every time.

To view a video about Every Door Direct Mail, please scan the QR Code below, or visit: <http://rite4.me/cz1d>





Direct Mail Motivating More Online Donations

Dunham+Company, May 27, 2012



Donors are more than three times likely to give an online gift in response to a direct mail appeal than an e-appeal, according to a new national study.

The study, conducted on behalf of non-profit advising firm Dunham+Company by research firm Campbell Rinker, found that 17% of donors who gave via a charity website in 2011 said that a direct mail letter prompted their online gift, versus 5% who said they gave online because of an email. The ratio was slightly more than 2-to-1 in a study conducted for Dunham+Company in October 2010.

Additional findings:

Donors receptive to direct mail appeals

50% of donors surveyed in 2012 said they prefer to give online when they receive a letter in the mail from a charity. In 2010, just more than one-third of donors (38%) said they preferred to give online after getting a letter in the mail.

Key donor age groups giving more online thanks to direct mail

The proportion of donors ages 40-59, a key donor group, who reported giving a gift online in response to a direct mail appeal rose 38% (from 34% in 2010 to 47% in 2012).

Among donors age 60 or older, online giving prompted by a direct mail appeal rose 30% (from 18% in 2010 to 24% in 2012).

Women, wealthier donors respond to direct mail via online gifts

53% of donors in households earning \$75,000 or more preferred to respond with an online gift when they receive a direct-mail appeal. This is up from 42% in 2010, a 26% increase. The same is true for 52% of women, up from 39% in 2010.

Digital appeals a lesser driver of online giving

The study found that websites lost ground in driving online giving: Only 11% of donors said what they saw on a charity's website motivated a gift (down from 15% in 2010).

In addition, e-mail may be driving fewer donors to give online: Only 5% of respondents now say they gave an online gift as the result of an e-mail, compared to 6% in 2010.

Social media motivating more younger donors

Social media giving continues to grow among donors under age 40 with 30% of respondents saying they have given online because of social media compared to 24% in 2010.

Social media as a motivator among donors 40 years and older shows a little improvement -- 10% in this survey versus 8% in 2010.

What the findings mean for nonprofits

"We conducted this survey because we wanted to see if direct mail was diminishing as a source for online donations, and if so, what was driving the increase in online giving that we were

seeing," stated Rick Dunham, President/CEO of Dunham+Company. "Finding that direct mail has actually grown as a driver to online donations and that online efforts were not really moving the needle was a bit of a shock."

"Charities need to be very circumspect about where they put their fundraising dollars," Dunham continued. "It's clear that it's a mistake to reduce offline communications thinking the online activity is what is driving online giving. This is especially important considering the way the core donor demographic of 40 and older donors is responding online when receiving offline communications."

About: The most recent study was part of a Campbell Rinker Donor Confidence Survey conducted April 22-28, 2012 online among 494 adult donors who gave at least \$20 in 2011. The 2010 and 2012 results were weighted by age to reflect the general U.S. population. The margin of error is plus or minus 4.4% at the 95% confidence level.



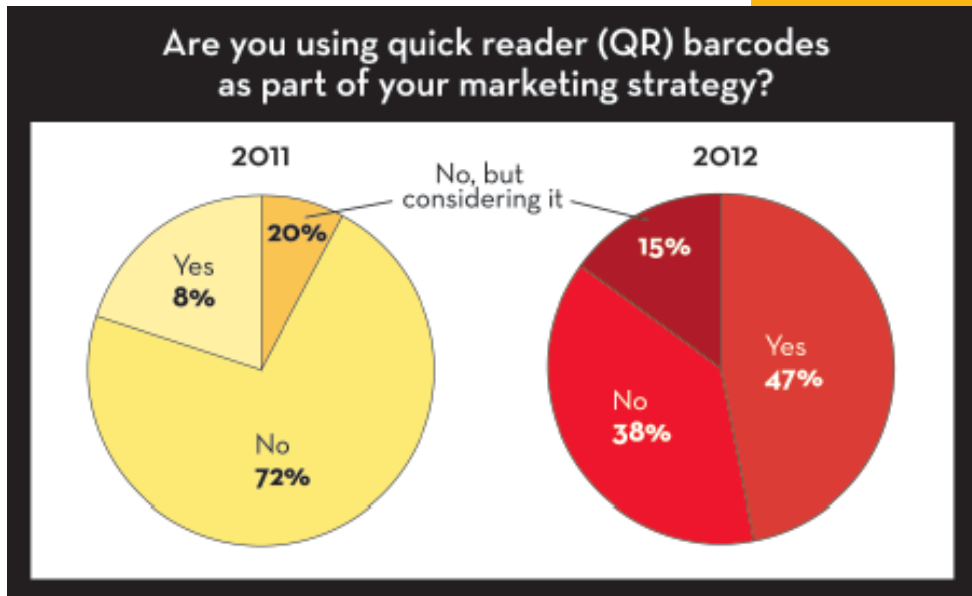


It's Hip to be Square: QR Code Use Soars

Multichannel Merchant, Multichannel Merchant Outlook 2012-2013

June 2012 -- According to Multichannel Merchant Outlook 2012-2013, the number of merchants using QR codes as part of their marketing strategy has more than quadrupled to nearly half (47%), compared to last year when just 8% of sellers reported employing them. but the new look doesn't have to look "square & dull". Take a look at few of the more inventive ways that QR codes have been used. But remember more that ever, test, test, test. When API-Marketing creates a QR code for you we always try to use our "tiny url" creator. This allows the most redundancy in reading a QR code. And always make sure the value of clicking on a QR code is worth it for you customers. Make sure its "optimized" for a smart phone browser.

If you need any help in creating a QR code or have any questions about when and where to use one we have been involved and creating web browser and QR codes for several years. If you've got questions we've got answers.





Employee Profile: Brad Weston - Owner/General Manager

As long as I can remember I have been in the printing or printing related business. Having moved to Northern California in 1985 seems like just yesterday. For Merrill and I, our great adventure has been one of the best decisions that we ever made.

I still feel the excitement everytime a project either print or marketing comes together and we create a winning solution for one of our clients. Today's business climate makes it both a challenge and an opportunity for our business to expand and in some cases change course.



But when I'm not working . . .

The most important thing to me next to my wife and two daughters,

Wine with friends

Riding my horse, Blu

Camping in the Sierras

and GOOD blues music at a local concert or on the "Blues Cruise"

Oh and world peace.





Merrill Kagan-Weston Honored for Service

Merrill Kagan-Weston, President of Auburn Printers & Integrated Marketing was honored by her service club, Soroptimist International of the American River as the recipient of the Auburn Chamber of Commerce “Outstanding Dedicated Service to our Community” award along with several other local service club members at the recent 4th of July festivities at the Gold Country Fairgrounds. Plaques and Certificates from the Chamber, Congressman Tom McClintock, Senator Ted Gaines, and Supervisor Jennifer Montgomery were given to each recipient in recognition of service to the community and their club’s individual missions. “It was such an honor to stand on stage with local dignitaries and fellow awardees”, stated Kagan-Weston. “Auburn is such a great place to be.”



Merrill receiving certificate from Supervisor Jennifer Montgomery on a hot 4th of July afternoon!

