



## MARKETING DECISIONS INC.

SPECIALIZING IN CUSTOMER GENERATION  
TO THE VACATION OWNERSHIP INDUSTRY

### 2012 DIRECT MAIL CAMPAIGN PROPOSALS

There are Three (3) ways to purchase Direct Mail Campaigns from Marketing Decisions Inc. (MDI).

1. MDI takes all the costs In-House and assumes ALL the financial risk. These Qualified Mail Tours cost the Developer Three Hundred Fifty Dollars (**\$350 per Qualified Tour**).

This includes EVERYTHING.

Design/Artwork/Lists/Printing/Postage/Sorting/Mailing/Inbound 800#/Inbound Calls/Booking/Confirmation and all Gifts (UP to a \$50 Gift Budget) per tour. There is a One (1) week Security Deposit required prior to the first printing.

2. MDI can sell you just the Mail Piece . A **Four (4) Color Postcard** is \$0.39 Cents/Each. Or **\$390/Per Thousand Pieces**.

Includes all the following:

Design/Artwork/Lists/Printing/Postage/Sorting and Mailing. All Mail is always required to be 100% Prepaid prior to printing each week. MDI recommends payment in full, each Wednesday at the latest, for a Mail Drop each Friday. MDI mails 1<sup>st</sup> Class Postage, so a Friday Mail Drop hits the households generally Monday and Tuesdays and allows time to properly book all the appointments for that weeks tours. In this proposal you are only buying the mail. All Telemarketing is handled by your company. The Minimum order is 10,000 Pieces.

There is also a **“Snap-Pack” mailer** that is self enclosed, perforated on 3 sides and generally more effective. It is more costly, at \$0.57 Cents/Each or **\$570/Per Thousand Pieces**. Minimum order is 5,000 Pieces.



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3. Lastly, MDI can handle all the Inbound Calls for One Hundred Ten Dollars **(\$110) Per Qualified Tour.**

Includes all the following:

MDI will also arrange to take all the Inbound Calls, Qualify, Confirm, Verify, Rebook No Shows and handle all the Booking Process. We provide a special 800# for your mail piece.

Our Call Center is open from 6AM to 9PM PST/Seven (7) Days a week. All Calls, Booking/Resets/Confirmations are Recorded, in the event of any complaint or issue. These Recorded Calls may be produced and emailed as a Wave file to our Developers.