



UPSCALE OFFERS FOR LIFE & HOME

- ◆ NORTHERN CALIFORNIA
- ◆ SACRAMENTO



REACH 215,000 HIGH-INCOME HOMEOWNERS

Delivering luxury home and affluent lifestyle leads
for only pennies per household



RSVPSM Luxury Card Packs: Delivering **DIRECT MAIL** to the upscale

If you're seeking to reach affluent households, you'll find RSVP Luxury Card Packs to be one of your most effective – and economical – media choices.

Personalized by the homeowner's name and mailed at five times per year, the packs contain promotional luxury cards from local, regional and national marketers.

RSVP Mailers are delivered to households representing the top single family / owner occupied home values in northern California.

You'll advertise to affluent prospects. They enjoy the finer things in life. What's more, they have the inclination – and income – to buy them.

The cost? Inclusive of design, printing, mailing and tracking, we'll deliver your direct mail to the upscale for only pennies per home.

Advertise in a medium that focuses on

UPSCALE OFFERS

for life & home

- ✓ **HIGH IMPACT**
RSVP Luxury Card Packs enjoy an 84% open rate, per On Target Research. RSVP Mailers have an 86% renewal rate, and many say RSVP provides their highest ROI.
- ✓ **PREMIUM QUALITY**
Printed in four colors with a gloss finish on premium paper stock, RSVP Cards enhance the image of every advertiser.
- ✓ **LONG SHELF LIFE**
Durable, pocketable and sharable, RSVP Cards offer remarkable staying power. They're designed for future reference as well as an immediate response.
- ✓ **COST EFFICIENT**
Compare RSVP's costs to that of individually mailed postcards or letters. Our cooperative mail format achieves amazing economies.
- ✓ **TIMELY DISTRIBUTION**
RSVP Luxury Card Packs reach your audience just prior to peak seasonal buying periods.
- ✓ **PROVEN CONCEPT**
RSVP Luxury Card Packs are not new or experimental. They've proven their worth to thousands of advertisers for over 30 years.



Target top earners for
HIGHLY QUALIFIED LEADS
and stronger conversions



AFFLUENT HOMEOWNERS

RSVP Luxury Card Packs are mailed to the top 18-25% of single-family/owner-occupied homes by value.

PROFESSIONAL OCCUPATIONS

RSVP Card recipients are employed in professional, technical, managerial and sales/service occupations. About 20% are business owners.



HIGH INCOME AND NET WORTH

Most RSVP homes have incomes of \$100,000+. They earn 60% of the household income and hold 69% of the net worth in the U.S.

TWICE AS LIKELY TO PURCHASE

RSVP homeowners are much more inclined to buy than average consumers. They also spend up to 3.2 times more per purchase in many categories.



Take a closer look at the

HIGHLY AFFLUENT CONSUMERS

you'll reach with RSVP

Greater spending power distinguishes RSVP audiences from those reached by mass mailers of discount coupons. So do their interests.

Benefiting from our proprietary database that factors in demographics, home values, expenditures, income, lifestyle data and more, you'll reach prospects who:

- ✓ Dine out often at casual and upscale restaurants
- ✓ Engage in home remodeling and redecorating
- ✓ Express a strong interest in financial products
- ✓ Pursue healthy lifestyles and physical fitness
- ✓ Spend on entertainment from casinos to golf
- ✓ Travel regularly for business and pleasure
- ✓ Own and care for one or several family pets



Read how others have been
SUCCESSFUL
with our unique approach



"Although it is always tough pulling the trigger on advertising, RSVP was money well spent for us.

Not only does the phone ring as a direct result of these cards, we always land quite a few jobs. RSVP is a "no brainer"... Bottom line is... It works. As a business owner, you can't sit around and wait for the phone to ring. You have to make it ring. RSVP makes the phone ring, guaranteed. Look for "Tugwell Roofing Co." to be a mainstay in RSVP.

JEFF TUGWELL, OWNER

TUGWELL ROOFING Co.
INDUSTRY: ROOFING/INSULATION



Style and service for every budget.®

"We always know when RSVP is in the mail boxes by the increased phone calls. They understand marketing and are always happy to help us with new ideas."

JERRY BAY, OWNER

BUDGET BLINDS
INDUSTRY: WINDOW COVERINGS

MAJESTIC BUILDERS

"I've been using RSVP for 5 years to promote our patio cover business, and I've noticed that the calls I receive from RSVP are very qualified and turn into signed contracts more often than any other type of advertising that we do. We see a very large upswing of business after each mailing. Often in conversations with our clients who heard about us through other sources they will let us know that the first place they got the idea to call was through the card they got in the mail.

If you are ready to grow your service-based business, give RSVP a try and I think you'll be surprised how well it works."

DARIN DILLON, OWNER

MAJESTIC BUILDERS
INDUSTRY: PATIO COVERS/GENERAL CONTRACTOR



"I did not expect any marketing to work this well. My phone is ringing all the time. I'm on the phone with one RSVP call and another RSVP call is coming in. I keep thinking it will slow down but it doesn't!"

MARC BOISVERT, OWNER

LINCOLN HILLS CONSTRUCTION
INDUSTRY: WHOLE HOUSE FANS



"RSVP produces our Top ROI. We advertise across many different forms of media and direct mail and RSVP consistently delivers leads at a cost of 4%-8%. - Well below our requirements! Working with RSVP feels more like a partnership as opposed to just a vender relationship. They have always been very responsive to any and all requests we have made. They are not only very knowledgeable about their own product, they have also provided valuable and accurate advice on other media in the marketplace.

On top of everything, the lead quality from RSVP is vastly superior to our other advertising. My manager reports that they can actually tell the difference in quality between the calls coming from RSVP versus calls generated by our other advertising. We have had individual jobs in excess of \$100,000 generated from the RSVP Postcard Deck."

KELLY RICHARDSON, MARKETING DIRECTOR
NORTHWEST EXTERIORS
INDUSTRY: PATIO COVERS/REPLACEMENT WINDOWS



"Since we started advertising with RSVP we've been able to track the results and they are incredible! With over 150 new customers coming from the promotion, I can safely say that RSVP is one of the best direct mail advertising tools out there. I would highly recommend Ben and the crew at RSVP for your next direct mail campaign."

ADAM WARD, OWNER
FINAL DRAFT BREWING
INDUSTRY: RESTAURANT/BREWERY



"MD Imaging has been working with RSVP for several years now. As the new Director of Marketing, I saw how well RSVP performed in generating new patients for our Vascular Department because I was able to review the call tracking reports. RSVP has proven to be the best return on our marketing investment, and I am counting on continuing to advertise with them for the foreseeable future.

For companies looking to reach that demographic of consumers who have the discretionary income to spend on health and beauty, I highly recommend RSVP as part of your marketing mix."

CHRISTINE SWIM, DIRECTOR OF MARKETING
MD IMAGING
INDUSTRY: COSMETIC SURGERY



"I have used RSVP to promote my business since 2009. The leads keep coming month after month. I am still using them. Their team has been so helpful and are really good at what they do.

If you use RSVP make sure you use the call tracking they offer, then you will see how many leads you get and listen to the calls for sales training."

ZAHER MURAD, OWNER
GRANITE TRANSFORMATIONS
INDUSTRY: COUNTERTOPS/KITCHEN & BATH REMODEL

Enhance the
EFFECTIVENESS or **TRACK**
the responses of your marketing

Ask us about these optional add-ons. Many find them an ideal way to complement their advertising with RSVP Luxury Card Packs.

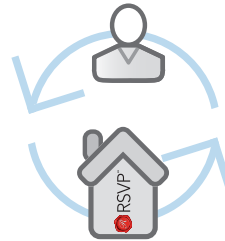
✓ **RSVP CALL TRACKING**

By tracking a special phone number featured on your RSVP Cards, we'll provide you with a monthly report of the calls that came in from a particular mailer.



✓ **RSVP MATCHBACK ANALYSIS**

We'll compare the addresses of your retail and or web purchasers to our mailing list to match RSVP Card recipients to actual buyers during specified time frames.



✓ **RSVP NEW HOMEOWNER™ MAILINGS**

Reach homeowners in that critical period right after they move into a new house. Most are ready at that time to decorate, furnish ... and purchase!



✓ **RSVP SOLO DIRECT RESPONSE**

Deliver your message to exclusive audiences with standalone postcards. They're ideal for your limited-time offers and date-specific promotions.



✓ **RSVP RADIUS™ MAILINGS**

Target consumers in areas closest to your retail location or job site. Personalized and oversized (9" x 6") postcards will capture their attention!



Reach Northern California and the Sacramento area's
TOP 215,000 HOMES
 for only pennies per household

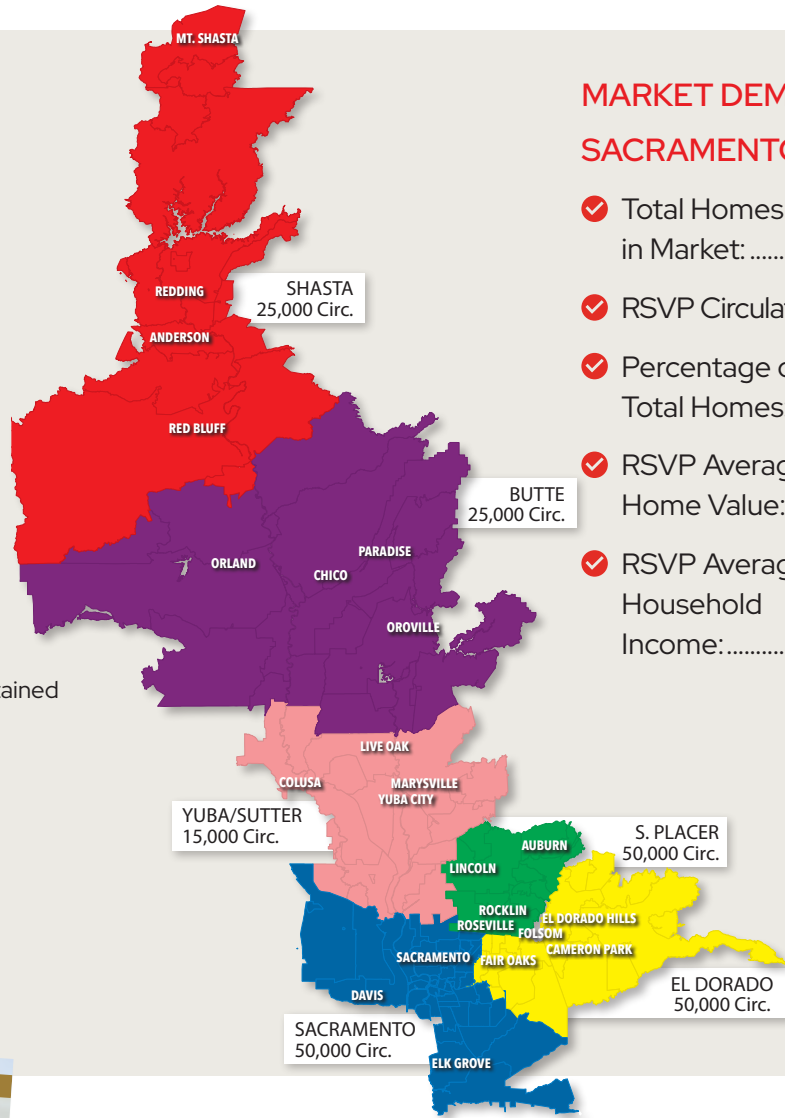
**MARKET DEMOGRAPHICS
 NORTHERN CALIFORNIA**

- ✓ Total Homes in Market:258,818
- ✓ RSVP Circulation:65,000
- ✓ Percentage of Total Homes:.....25%
- ✓ RSVP Average Home Value:\$498,267
- ✓ RSVP Average Household Income:.....\$92,129

Note: Figures are based on values obtained from county property records and proprietary data.

**MARKET DEMOGRAPHICS
 SACRAMENTO**

- ✓ Total Homes in Market:877,254
- ✓ RSVP Circulation:150,000
- ✓ Percentage of Total Homes:.....17%
- ✓ RSVP Average Home Value:\$830,344
- ✓ RSVP Average Household Income:.....\$131,536



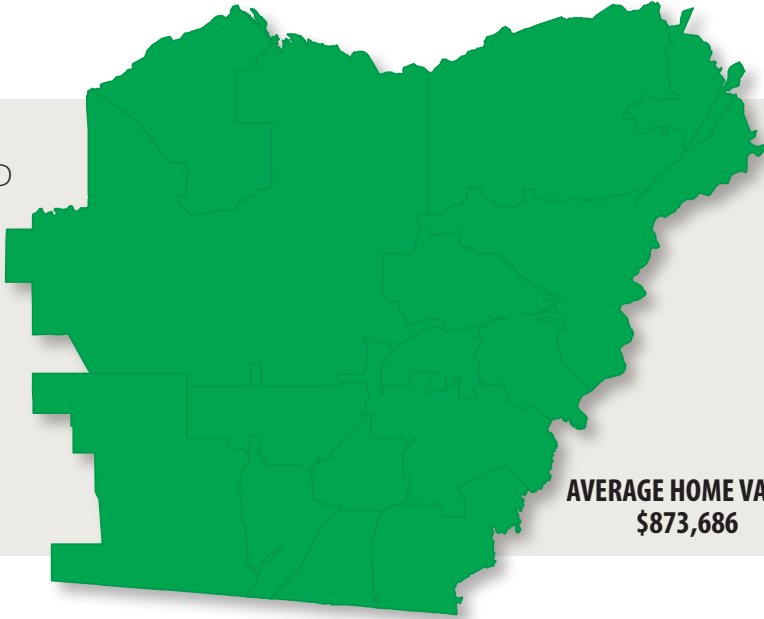
TARGETING CONSUMERS AT PEAK BUYING TIMES

- ✓ 3rd Week of **February**
- ✓ 3rd Week of **April**
- ✓ 3rd Week of **June**
- ✓ 3rd Week of **August**
- ✓ 2nd Week of **October**

GREATER SACRAMENTO ZONE BREAKDOWN

CIRC: TOP 50,000
OWNER OCCUPIED
HOMES

**SOUTHERN
PLACER COUNTY**



AUBURN
GRANITE BAY
LINCOLN
LOOMIS
MEADOW VISTA

NEWCASTLE
PENRYN
ROCKLIN
ROSEVILLE
SHERIDAN

**S. PLACER
ZONE**

AVERAGE HOME VALUE **TOP HOME VALUE** **BOTTOM HOME VALUE**
\$873,686 \$24,000,000 \$600,000

CARMICHAEL
COOL
EL DORADO HILLS
FAIR OAKS
FOLSOM
MATHER

ORANGEVALE
PLACERVILLE
RANCHO CORDOVA
RESCUE
SHINGLE SPRINGS
SLOUGHHOUSE

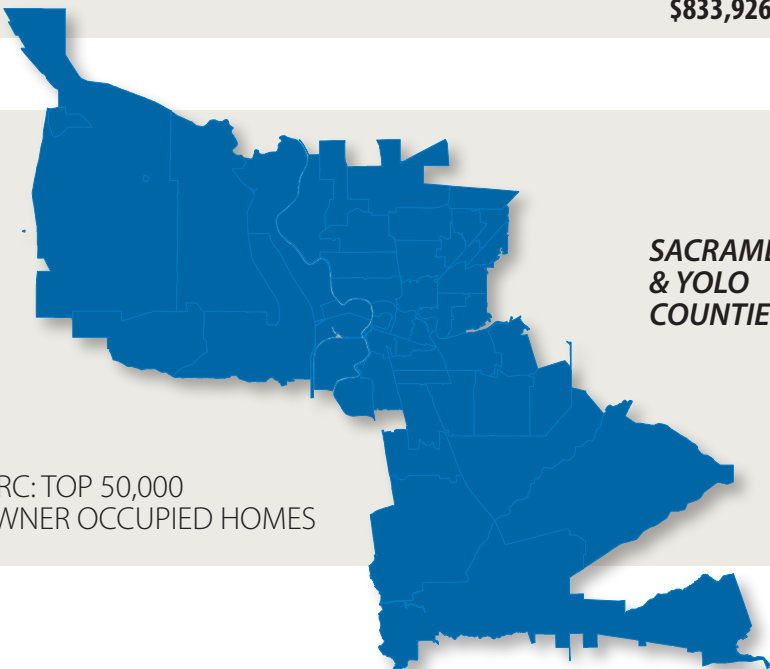
CIRC: TOP 50,000
OWNER OCCUPIED HOMES

**EL DORADO
& EASTERN
SACRAMENTO
COUNTIES**



**EL DORADO
ZONE**

AVERAGE HOME VALUE **TOP HOME VALUE** **BOTTOM HOME VALUE**
\$833,926 \$4,902,280 \$575,026



CIRC: TOP 50,000
OWNER OCCUPIED HOMES

**SACRAMENTO
& YOLO
COUNTIES**

SACRAMENTO ZONE

ANTELOPE
DAVIS
ELK GROVE
GALT
NORTH HIGHLANDS

RIO LINDA
SACRAMENTO
WEST SACRAMENTO
WILTON
WOODLAND

AVERAGE HOME VALUE **TOP HOME VALUE** **BOTTOM HOME VALUE**
\$783,422 \$8,438,890 \$600,000

GREATER SACRAMENTO CIRCULATION DETAIL

S. PLACER ZONE - SOUTHERN PLACER COUNTY

CITY	ZIP	CIRC	%
Auburn	95602	1968	7.14%
Auburn	95603	1603	
Granite Bay	95746	6079	12.16%
Lincoln	95648	8643	17.3%
Loomis	95650	1961	3.9%
Meadow Vista	95722	639	1.3%
Newcastle	95658	1037	2.1%
Penryn	95663	374	.07%
Rocklin	95677	2583	18.3%
Rocklin	95765	6581	
Roseville	95661	3589	37%
Roseville	95678	2039	
Roseville	95747	12904	
NE ZONE	TOTAL	50,000	100%

SACRAMENTO ZONE - SACRAMENTO AND YOLO COUNTIES

CITY	ZIP	CIRC	%
Antelope	95843	378	0.75%
Davis	95616	3472	13.1%
Davis	95618	3065	
Elk Grove	95624	6317	37.8%
Elk Grove	95757	9022	
Elk Grove	95758	3571	
Galt	95632	808	1.6%
Sacramento	95816	425	32.8%
Sacramento	95818	2518	
Sacramento	95819	1215	
Sacramento	95821	125	
Sacramento	95822	600	
Sacramento	95828	250	
Sacramento	95829	2297	
Sacramento	95831	3305	
Sacramento	95833	125	
Sacramento	95834	800	
Sacramento	95835	2658	
Sacramento	95864	2082	
West Sacramento	95691	3282	6.6%
Wilton	95693	993	2%
Woodland	95695	844	5.4%
Woodland	95776	1848	
WEST ZONE	TOTAL	50,000	100%

EL DORADO ZONE - EL DORADO & EASTERN SAC COUNTIES

CITY	ZIP	CIRC	%
Carmichael	95608	3042	6.1%
Cool	95614	250	0.5%
El Dorado	95623	301	0.6%
El Dorado Hills	95762	12895	25.8%
Fair Oaks	95628	4119	8.2%
Folsom	95630	14165	28.3%
Mather	95655	334	0.67%
Orangevale	95662	1641	3.2%
Placerville	95667	2033	4%
Rancho Cordova	95670	2328	8.5%
Rancho Cordova	95742	1966	
Rescue	95672	750	1.5%
Shingle Springs	95682	4587	9.2%
Sloughhouse	95683	1589	3.2%
SE ZONE	TOTAL	50,000	100%

NORTHERN CALIFORNIA ZONE BREAKDOWN

SHASTA ZONE

SHASTA, N. TEHEMA &
S. SISKIYOU COUNTIES

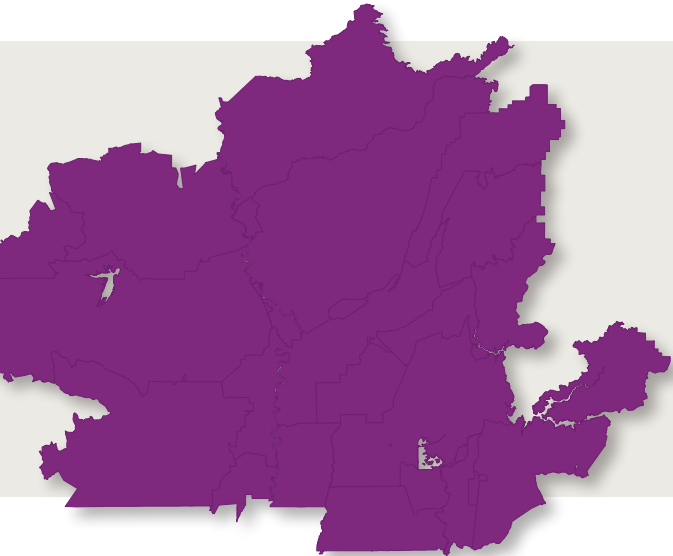
CIRC: TOP 25,000
OWNER OCCUPIED
HOMES

AVERAGE HOME VALUE
\$476,068

TOP HOME VALUE
\$2,810,060

BOTTOM HOME VALUE
\$300,000

REDDING
ANDERSON
COTTONWOOD
PALO CEDRO
RED BLUFF
MT. SHASTA
SHASTA LAKE
SHINGLETOWN



BIGGS
CHICO
OROVILLE
DURHAM
GLENN
GRIDLEY
MAGALIA
OROVILLE
PARADISE
WILLOWS

BUTTE ZONE

BUTTE, GLENN &
S. TEHEMA COUNTIES

CIRC: TOP 25,000
OWNER OCCUPIED HOMES

AVERAGE HOME VALUE TOP HOME VALUE BOTTOM HOME VALUE
\$506,569 \$4,102,870 \$300,000

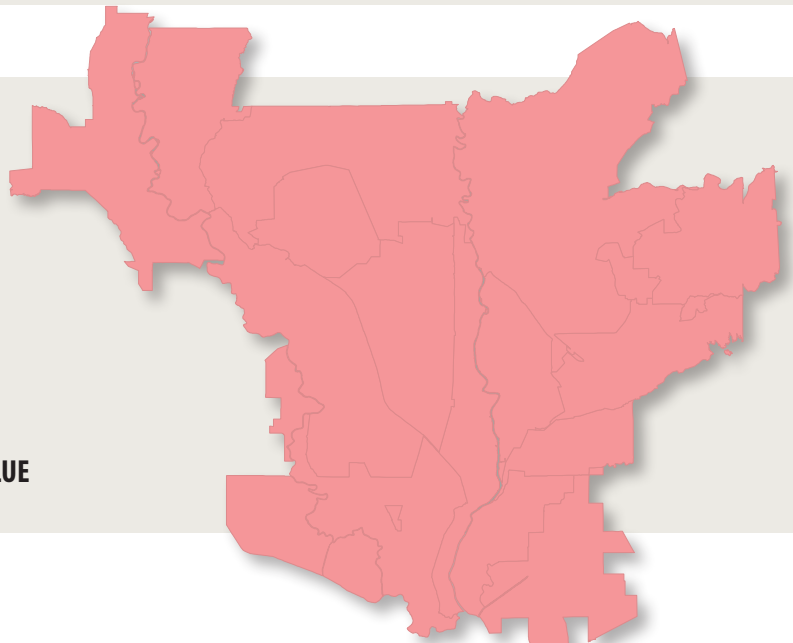
YUBA/SUTTER ZONE

YUBA, SUTTER
& COLUSA COUNTIES

CIRC: TOP 15,000
OWNER OCCUPIED
HOMES

YUBA CITY
MARYSVILLE
LIVE OAK
OLIVEHURST
SUTTER
WHEATLAND

AVERAGE HOME VALUE TOP HOME VALUE BOTTOM HOME VALUE
\$512,164 \$4,058,000 \$350,000



NORTHERN CALIFORNIA CIRCULATION DETAIL

BUTTE ZONE - BUTTE, S. TEHEMA AND E. GLENN COUNTIES

CITY	ZIP	CIRC	%
Biggs	95917	185	.74%
Chico	95926	4759	67.3%
Chico	95928	4726	
Chico	95973	7333	
Durham	95938	726	2.9%
Glenn	95943	126	.5%
Gridley	95948	1361	5.4%
Magalia	95954	426	1.7%
Oroville	95965	1208	16.9%
Oroville	95966	3010	
Paradise	95969	624	1.2%
Willows	95988	516	2.1%
BUTTE ZONE	TOTALS	25,000	100%

SHASTA ZONE - SHASTA, N. TEHEMA & S. SISKIYOU COUNTIES

CITY	ZIP	CIRC	%
Anderson	96007	1568	6.2%
Cottonwood	96022	2140	8.56%
Mount Shasta	96067	1319	5.3%
Palo Cedro	96073	1185	4.7%
Red Bluff	96080	2291	9.2%
Redding	96001	5043	61%
Redding	96002	4596	
Redding	96003	5617	
Shasta Lake	96019	875	3.5%
Shingletown	96088	366	1.5%
SHASTA ZONE	TOTALS	25,000	100%

YUBA ZONE - YUBA, SUTTER & COLUSA COUNTIES

CITY	ZIP	CIRC	%
Wheatland	95692	344	2.3%
Marysville	95901	1489	9.9%
Live Oak	95953	386	2.6%
Olivehurst	95961	2887	19.2%
Sutter	95982	568	3.8%
Yuba City	95991	3329	62.3%
Yuba City	95993	6016	
YUBA ZONE	TOTALS	15000	100%

CIRCULATION QUANTITIES DETERMINED BY AVERAGE QUANTITIES MAILED PER ZIP CODE IN 2017. CIRCULATION NUMBERS BY ZIP CODE WILL FLUCTUATE MAILING TO MAILING. NEW LISTS ARE GENERATED PRIOR TO EVERY MAILING AND CIRCULATION QUANTITIES BY ZIP CODE WILL BE AFFECTED BY MARKET ACTIVITY, NEW BUILDING, HOME SALES AND CHANGES IN CONSUMER BEHAVIOR. MAPS ARE NOT TO SCALE IN RELATION TO EACH OTHER. MANY ZIP CODES ENCOMPASS MULTIPLE CITIES AND TOWNSHIPS. THE CITY NAME LISTED IS USED TO BEST ILLUSTRATE THE AREA THESE ZIP CODE IS COVERING.

SCHEDULE/RATE CARD/ SPECIFICATIONS

Mailing Schedule & Deadlines

Late February Jan 25th	Late April March 25th	Late June May 25th	Late August July 25th	Mid October Sept 18th
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All Inclusive Rates

(includes design with art /photography, printing, inserting, mail list and postage)

Circulation	Single Mailing	Annual Rate (5 times)
15,000	8.0¢ / home-\$1200	6.5¢ / home-\$975
25,000	8.0¢ / home-\$2,000	6.5¢ / home-\$1,625
40,000	7.5¢ / home-\$3,000	6.25¢ / home-\$2,500
50,000	7.25¢ / home-\$3,625	6¢ / home-\$3,000
65,000	7.0¢ / home-\$4,550	5.5¢ / home-\$3,750
100,000+	6.75¢ / home-\$6,750	5¢ / home-\$5,000+

TERMS: 50% Down to Hold Insertion. Balance Due Upon Artwork Approval
Other terms are available subject to management approval

Optional Charges

Overrun Cards	\$55 Per Thousand Cards (larger quantity discount available)
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Artwork Specifications

Trim Size	5.5" x 3.5"
Image Size (with Bleeds)	5.625" x 3.625"
Card Front	Four Color Coated
Card Back	Four Color Coated
Resolution	Min. 300 DPI Resolution
Digital Files Formats	PDF/InDesign/Photoshop/Illustrator



Designer Window Treatments Superior Service
Bleed area is 1/8 of an inch At Box Store Prices

Finish "Cut" size of the card is 5.5" x 3.5"

Set Margins to 1/8 of an inch
Make sure all text and required images are in the "safe-zone."

Total Document size is 5.75" x 3.75". 300 dpi images minimum. A PDF with images and fonts embedded is preferred (if images and text are not embedded please include the necessary images and fonts).
Cards are 4/4 (Color front/Color back).

Blinds
limited time offers a style for every point of view

PERFORATION AVAILABLE
\$200 Additional Set Up Fee