



RSVPSM

50K POSTCARD PACK

CAPE FEAR

We mail to the mass affluent

Our list of recipients is based on assessed, individual home value and income.

Cape Fear Demographics

- RSVP @ Circulation 50,000
- % of Total Homes Top 41%
- Average Home Value \$336,061
- Average Household Income \$101,000

Profile of average RSVP reader

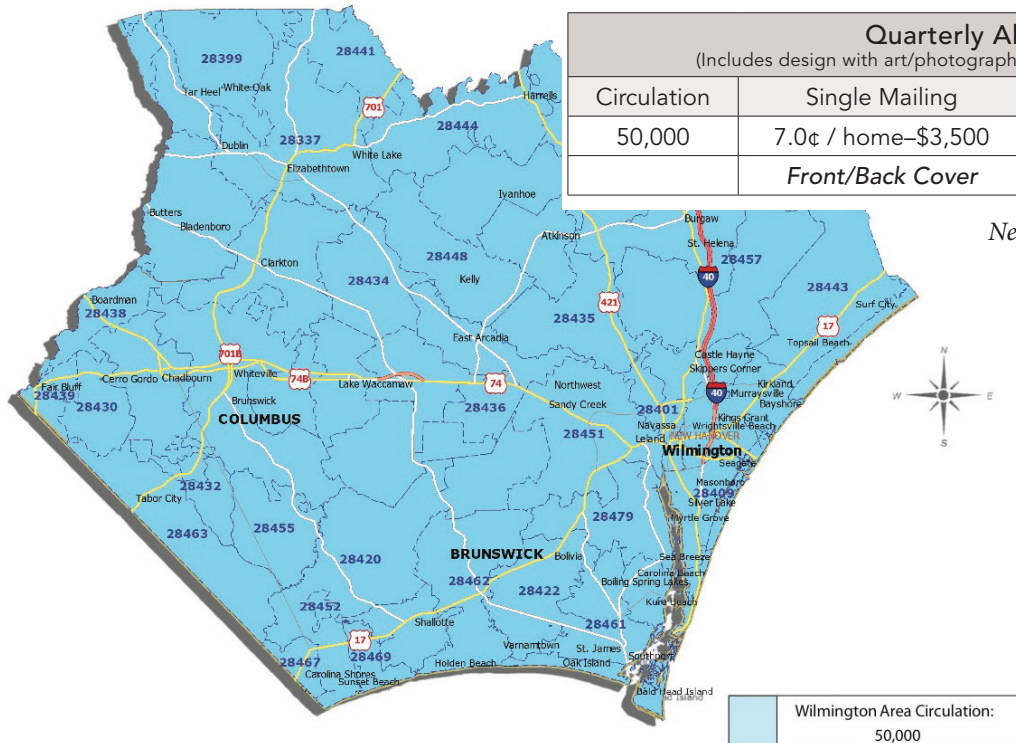
- Dines out frequently, enjoys the Arts, and cares about events happening in our Cape Fear area.
- Remodels, redecorates and renovates their homes, both inside and out.
- Spends 3.2x more than the average homeowners spends on retail and home improvement.
- Chooses quality service providers to care for their properties.
- Looks forward to receiving RSVP cards, selects what applies to their current interests and needs and 80% of the time will look up business on card online.
- Will hold onto an RSVP card for months!

**RSVP Corporate research and call tracking data supports demographic profile.*

Mailing Schedule

March | May | September | November

Our Gold Pack targets the TOP 50,000 owner-occupied homes representing Cape Fear's most affluent residents.



Quarterly All Inclusive Rates

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

Circulation	Single Mailing	Annual Rate (4 times)
50,000	7.0¢ / home-\$3,500	6.0¢ / home-\$3,000
	<i>Front/Back Cover</i>	7.5¢ / home-\$3,750

*New in 2019 *Full 4/4 Color Upgrade : \$199/issue!*

County/Zip Coverage

50,000 Total

1. Bladen (125)
2. Brunswick (16,030)
3. Columbus (171)
4. Duplin (340)
5. New Hanover (27,813)
6. Pender (5,521)

Wilmington Area Circulation:
50,000



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RESULTS GUARANTEED!

CAPE FEAR

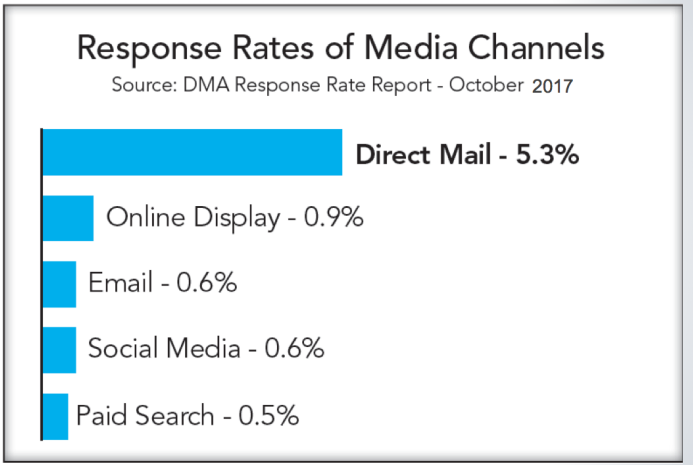
We offer the most comprehensive Direct Mail marketing program in the marketplace!

RSVP Produces stronger leads, making sales conversion easier, yeilding a higher ROI per dollar spent!

Our Programs Include

- Custom Designed Postcards
- Bonus Postcards (\$150 Value)
- Website Listing (Hot Link)
- RSVP Call Tracking Line & Reporting (\$180 Value)
- Limited Exclusivity (Priceless)
- Proprietary Mailing List
- Complimentary Artwork & Design
- 3602 Proof of Mailing from USPS

**ONLY ONE CHANNEL
OUTPERFORMS ALL DIGITAL
CHANNELS COMBINED...
DIRECT MAIL!**



THE STRENGTH OF DIRECT MAIL

98 % of consumers Review postal mail everyday	Source: PB.com
79 % of consumers act on Direct Mail	Source: TheDrum.com
76% of consumers say they've been influenced to make an online purchase as a result of receiving Mail	Source: Cohber.net
56% of consumers say they've tried a new business after receiving	Source: Multi-Craft.com
60% Direct Mail recipients were Influenced to visit a website	Source: Cohber.net
28% Spent more online when they receive a Direct Mail offer	Source: Print In The Mix
163% Revenue lift for websites supported by Direct Mail	Source: TheDrum.com
Direct Mail makes them "feel valued", they trust Direct Mail and it's considered more authoritative and informative	Source: Print In The Mix