

FREE Estimates! CDN & U.S. MAIL! We do the Work For You!



CLIFFE DIRECT MAIL SERVICES

Head Office: 117 Spring Street, Sault Ste. Marie, Ontario P6A 3A2
Plant: 118 Spring Street, Sault Ste. Marie, Ontario P6A 3A1

From your promotional plan into your potential/customer's hands anywhere in Canada or the U.S. We have the software, technology and capability to save you time and money on one of the most effective customer building methods available.

Promoting your business, whether small or large is vital. Using Cliffe Direct Mail Services can:

- Streamline your business, eliminate steps and save you time
- Create or build on a customer list that's targeted for your business
- Lets you connect with potential clients even if you don't have a list
- Provide the ability to target your advertising to those consumers most likely to be interested and responsive.
- Keep your customer list current. Our software will do an address verification prior to sorting, and then build a list of any incorrect addresses.

Direct Mail has something for everyone. Another advantage is that no matter where you are, we have many options that can fulfill your mailing needs. Whether Canadian or U.S. mail, time and money saving options are available. We'll help you choose which is best for you.



Contact one of our Sales Team members to place an order or inquire about our Mail Services. Call 1-705-945-8215, Call toll free 1-888-433-2139 or email: print@cliffeprinting.ca



CANADIAN MAIL

Unaddressed Admail

requires NO customer list. At only pennies per piece, this is one of the most affordable advertising methods available. Now Canada Post has made it so interactive you can choose to target over 13 million mailboxes nationwide or pinpoint an exact market by:

Demographic — Age, Income, Marital Status, Number of children, Gender or even Education.

Geographic Area — Full cities, a neighborhood around a certain store, an individual Canada Post delivery route, by only; houses, apartments, farms or businesses or all of the above.

Lifestyle Information — using filters created by profiling neighborhoods based on statistics Canada data helps enable customers to better target their messages by focusing on similar customers in geographic areas. There are 65 distinct lifestyle clusters including Professional Duets, Canadian Elite and Young Technocrats.

Addressed Admail or Lettermail

are the best way to stay in contact with your current customers or those from a database targeted to your business. Whether a letter to inform of a new product or service, a coupon to tempt, an event card, or even to say Merry Christmas, you can keep in touch. Staying in touch with your customers and maintaining your current client database, while building on it, is also vital to any company's success.

Addressed Admail

is the best service you can use to promote your product or service to your best customers and prospects on a personalized basis. You can use your own database or choose the option to buy one based on your specifications. You'll save at least 25 percent per piece in the process (From 0.51 cents down to approximately 0.40 cents per piece). The software we have will save you money on postage, AND save you the time of addressing them yourself. Plus any incorrect addresses are removed.

Lettermail

is a great way to get your product out looking professional, and is the most convenient way to send mail in Canada. There are no minimum or maximum quantities and the basic specifications for sending a letter you would put a stamp on are all that apply. Whether creating awareness, generating sales, selling service or subscriptions, raising funds (charitable donations), or encouraging product trials, this is the advertising medium your business needs.

Publication Mail

is the best service for delivering news and information from publishers to readers throughout Canada. At a fraction of the price, having your publication sorted with our software and prepped for Canada Post saves you money compared to sending at a per piece rate. Plus any incorrect addresses are removed.

U.S. MAIL

First Class Sortation — Letters and Flats

You'll get all the advantages of regular first class mail, yet once sorted the postage rate is much lower. As well, any incorrect addresses will be removed from the list. There is a minimum requirement of 500 pieces.

Standard Sortation — Letters and Flats

This option allows an even greater discount on the mail piece (approx. 20%) and has a lower minimum requirement of 200 pieces. Standard mail is not delivered as quickly as First Class mail. Therefore, if you plan early this option will simply save you more money.

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