



PRECISELY™

ADS
Direct Media™

Price Comparison between traditional direct mail campaigns and ADS Media Group Door Hanger Campaigns

We have prepared the table below to illustrate the cost effectiveness of our Door Hanger Campaigns.

	Direct Mail	Door Hanger
Cost Per New Customer	\$239.07	\$85.25
Response Rates	1%(±)	1.5%(±)
Conversion Rates	20%(±)	20%(±)
Recall Rates	25%(±)	50%(±)
Media Size (inches)		
	6 x 11	5.5 x 17
Quantity	100,000	100,000
Printing Method	4 over 4	4 over 4
Printing Price	\$9,139.00	\$8,575.00
Distribution List Price	\$5,000.00	\$0
Address Service and Set Up Fee	\$2,675.00	\$0.00
Postage/Distribution	\$31,000.00	\$17,000.00
Total Charges	\$47,814.00	\$25,575.00