



Wouldn't you like to take
the guesswork out of your
direct mail marketing?

Client's Guide for Smartmail™

Dominion
REPROGRAPHICS
blue

604.681.7504



Direct mail drives action for your brand

Your direct mail results realized

Research indicates that our brains are hardwired to pay attention to direct mail and take action, especially in the digital age.

Still need convincing? The numbers speak for themselves:

Direct mail has a 20% higher motivation response than digital media, making it far more persuasive.

Consumers pay 39% more attention (time spent) to campaigns that integrate direct mail and digital than single-media campaigns.

47% visited a store in reaction to direct mail.



Contact us for Free Information, Tips and Assistance!

Get started with direct mail



Reach every mailbox
with unaddressed postcards and more

Canada Post Neighbourhood Mail™ lets you reach every mailbox in a specific neighbourhood, region or the entire country. Send flyers, postcards with coupons, samples, or get creative and send scented envelopes. Ideal for driving awareness and traffic.

Start by choosing an approach that matches your campaign goals. Our creative team will work with you to ensure your design complies with regulations, provide creative insight as required and handle all the details directly with Canada Post to get your mailing out on time to your chosen mailing neighbourhoods.



Target the right audience with unaddressed direct mail

We can help plan your next marketing mailing using interactive maps and demographic data. Surprising results at your fingertips.

Choose from 14 demographic categories based on driving distance from your business, household age and income, as well as the type of residence by house, apartment or business.

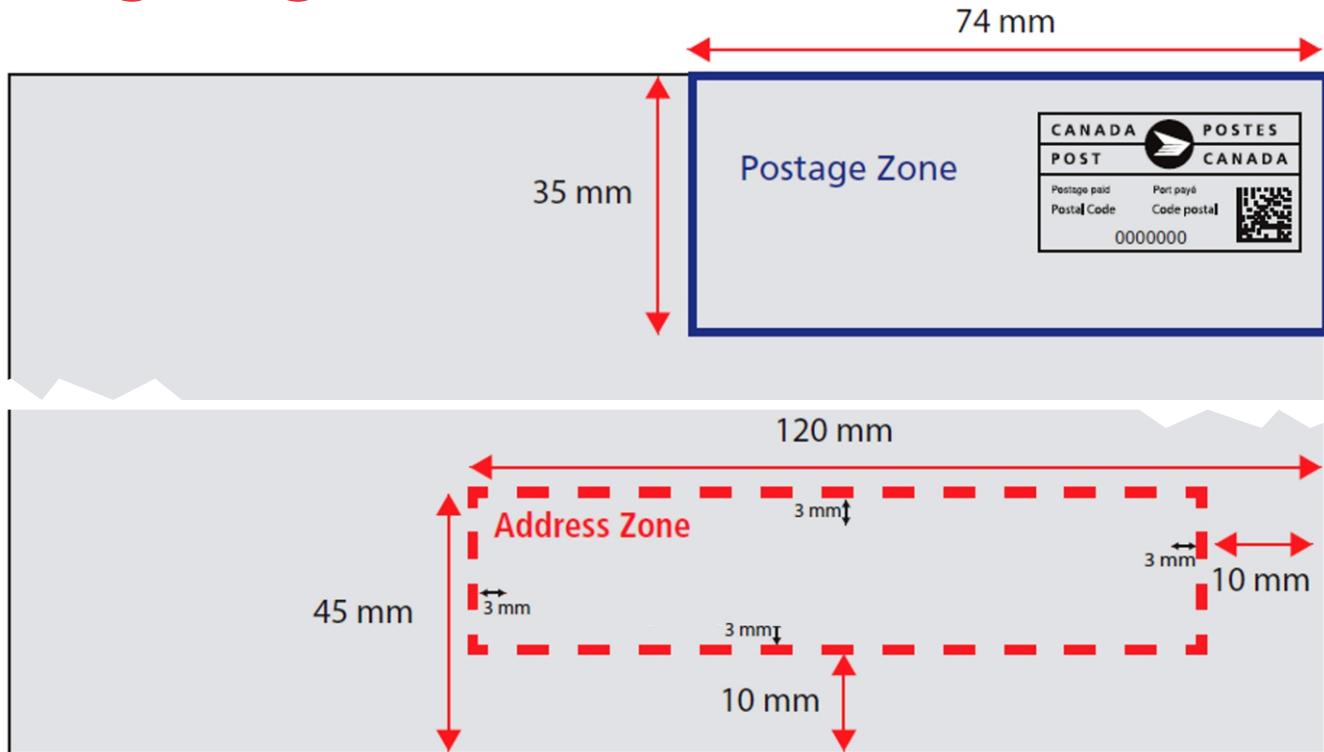


Send personalized mail by connecting one-to-one

Did you know that 87% of Canadians open addressed mail? Find out how we can help you acquire new customers, deepen connections with existing ones and build customer loyalty.

Supercharge your documents with relevant messages and personalized print & mail campaigns that will motivate recipients to respond.

Designing Your Smart Direct Mail



Addressed Mail Postcards

Provide us with your mailing data and we will print your design with the merged mailing information, apply the postage indicia and prepare the mailing to meet Canada Post requirements.

<u>Size</u>	<u>Length</u>	<u>Width</u>	<u>Paper Weight</u>	<u>Weight</u>
Minimum	5.6 in. (14.22 cm)	3.6 in. (9.14 cm)	80lb Cover	NA
Maximum	9 in. (22.86 cm)	4.6 in. (11.68 cm)	130lb Cover	50 g (1.76 oz.)

Location, Location, Location ~ Right Next to
YVR / Vancouver's Hottest Industrial Space

Move In
Aug 2022



Unaddressed mail postcards - front side

<u>Size</u>	<u>Length</u>	<u>Width</u>	<u>Paper Weight</u>	<u>Weight</u>
Minimum	6 in. (15.24 cm)	4 in. (10.16 cm)	80lb Cover	NA
Maximum	12 in. (30.5 cm)	6 in. (15.24 cm)	130lb Cover	50 g (1.76 oz.)

REFLECT YOUR SUCCESS

Blending innovative and functional space with award-winning design, Riverport offers the perfect combination of office and industrial spaces highlighted by its closeness to the airport.

- Contemporary and modern architecture by Concord Pacific Architecture & Design
- Exclusive Waterfront office space from 1,600 SF up to 10,200 SF
- Flexible high tech industrial space from 1,600 SF up to 32,000 SF
- High clearance loading bays and priority access to airport terminal hub
- Thoughtfully designed amenities, including a rooftop kitchen, BBQ and lounge areas

REGISTER TODAY FOR
EARLY PREVIEWS

RIVERPORTVANCOUVER.COM
604.681.1234 / 1.800.234.1234

OFFICE INQUIRIES

Jason Teahenson*
778.345.2222

INDUSTRIAL INQUIRIES

Jan Baganshire
778.345.3434

*Personal Real Estate Corporation

Unaddressed mail postcards - back side

Designing Your Smart Direct Mail

Budgeting & Timing

Canada Post (Subject to Revision)

Neighbourhood Direct Mail Pricing

Pricing is easier than you think—here's how it works. You want to send flyers to homes near your business. For Neighbourhood Mail, you'll need to send 1 flyer to every address on a postal route (approximately 500 addresses). Canada Postage rates start at \$0.173 for each individual flyer. In addition, Dominion Blue provides affordable professional services to assure the correct preparation and packaging of your mail to get you the best Canada Post rate.

When will my items be delivered?

3-13 business days.

Your delivery time starts on the first business day after we drop off your items before 11 a.m.

Canada Post adds in distance time (for example: if your mailing starts in Vancouver but you want it delivered in Toronto, they add the transportation time to the mail carrier's delivery time).

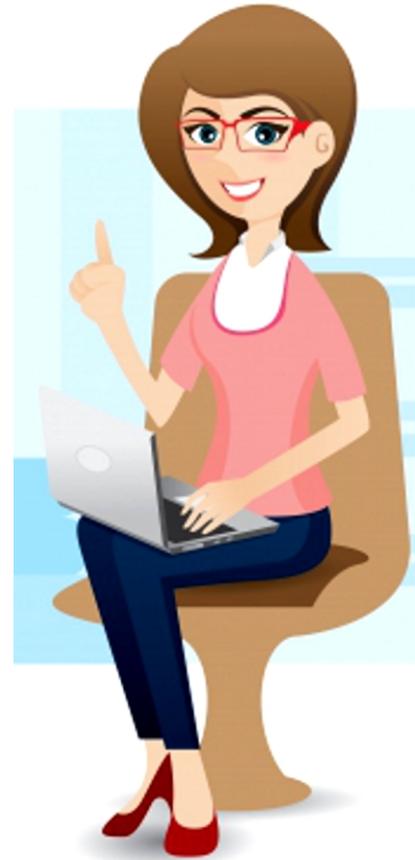


How can we help

There are more ways than ever to remind people why they like you, need you and should keep paying attention to you. The tools of the trade offer new opportunities and shortcuts.

And that's where Dominion Blue comes in. Our experienced team of specialists are constantly keeping up with Canada Post's services so that we can guide you seamlessly through your own direct mail campaign.

When you're ready, contact us and we'll work with you to make sure all the bases are covered and you're on track for results.





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