

new business lead generation
e-mail digital direct mailing
web, e-mail & ftp hosting
promotional marketing
outdoor & events
direct marketing
retail marketing
retail displays
radio sound
advertising
websites
planning
press



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Advertising & Marketing production services

loyalty
graphics
viral films
promotions
e-marketing
graphic design
marketing plans
communications
product brochures
experiential marketing
printed direct mail shots
search engine optimisation
international marketing campaigns

For the attention of the
Managing Director,
the Business Proprietor
or the CEO of the Company

Dear Sir or Madam,

Are you having good communication with your customers? Are you conversing with your prospects on a weekly basis? Are you in dialogue with with your opted in mailing list. If the answer to any of these three questions is: no, not sure, don't know, then maybe you need to keep my letter safe and somewhere handy for future use. If the answer is yes then I can offer you a key set of competitive direct marketing services and online marketing services thanks to my 33 years of work experience in this business.

With my incredibly low overheads the exciting range of services that I offer can greatly benefit your marketing budget. Why not join the ranks of the newly informed and upgrade your supply chain and align your business to the market conditions of 2011 and beyond.

Permission creative direct e-mail marketing

What does my e-mail marketing service cost? I have a minimum charge of £99 plus VAT. I believe my price to be the cheapest on the UK market for the web template plus the actual 1000-25000 mailing. Start writing that news flash now. Or just inform your clients with hyperlinks that lead to your new brochure or movie. No monthly fees! No excruciating evaluation of your data.

Postal creative direct marketing mailings and doordrops

What does my remote direct mailing service cost? I have a minimum charge of £65 plus material and postage costs. For example a small 5000 address DM campaign to the UK. Mail merge & Data processing charge £365, you supply your own letterheading paper, the cost to enclose and prepare for posting is £355. Then 5000 envelopes printed £150, plus the cost of writing up a basic marketing message £50 and finally the postal costs which can be paid by your own account. So for just £985 plus VAT, you will have produced a great targeted 5000 address campaign that will get better results over a normal teaser DM campaign. All data suppressions available. I have huge experience in cross border European mailings.

Flexible email marketing enabled websites and microsities

What does my website service cost? I have a minimum charge of £60 to upload your existing website. The bottom of the range is £325 plus VAT. That will get you a 3 page CMS Website all in cost, just add your annual hosting charge and there is the total cost of £375 plus VAT. No future charges as you are now the Webmaster. I can organise your low cost staff training for new systems. These websites are great for email marketing as you get template creation software as part of the deal.

Please see overleaf/.....



...../continued from overleaf

FTP online hosting of high resolution brochures and video films

I have a minimum FTP site set up charge of £75 plus VAT. That will get you a Basic FTP site, plus I'll provide you with free FTP client software for easy uploads and downloads.

Journeys Multimedia, the SEO, LPO, new business, lead generation and conversion experts

Five years of experience later and we can now offer SEO with proven results and new customers continue to come over to us from a wide range of sectors. Our own website gets over two million results from a simple Google web search, the same as Harrods in London. That Google search shows the depth of your websites links.

A good new low cost web traffic generating opportunity reared it's head recently: enabling brands to generate extra sales from practically any business to business or even business to consumer sector. See the next few paragraphs for the fine details of the mechanics needed to generate the most cost effective sales leads.

One of my clients was going to carry out a mass postal (printed direct mailing) to help generate new business for their highly specialised and well established (over 22 years) UK based company. The client was doing this 25,000/50,000 mailing regardless of anyone else. However, after I reasoned with the client about the advantages of doing shared mailings: from the environmental impact, social responsibility and cost savings viewpoints, they subsequently agreed in principle to consider the inclusion of other businesses literature or promotions within their maximum 99 gramme mailing pack.

My client would otherwise have only used up around a quarter of this mailing packs weight limit potential. Subject to the mailing client's approval of any 3rd party content, I was able to include other brand or businesses A6 postcards/small DL brochures within their quality mailing. It happened as phased mailings in 10 or 20 x 2500/5000 lots and was targeted in the whole of the UK only spread over several months. This enabled some very small single county mailings for smaller partners in this activity. Timing of course was critical.

The bottom line

Your likely minimum cost for something like this per unit will be from 4p per insertion subject to weight of your mail shots. Segmentation of the mailing list by individual UK county is also possible for this price. A bargain price for any direct mailing when you think that the postal minimum charge is now 32p odd per pack (you would have supply the printed matter to me, or I'll arrange that for you. It then gets inserted into a combined DL mail pack and posted out for you).

So we really are saying 2500 targeted direct mail shots for only £100, plus the initial print costs of £120 max for a postcard sized mailer. As we organise these entire activities regularly, please call Laurence Dunn our direct mail guru on: 07775 766589 for further details. It may well fit with some of your UK segments and we could save you a few ££££ in the process. Pass this on if you know anyone else who could be interested. There maybe other future opportunities of this nature, so please feel free to keep in contact to take advantage of these budget saving schemes.

Collaborations with like minded brands have to be an advantageous scenario for any marketing activity.

Yours sincerely



Laurence Dunn
Managing Director

Special Summer Offer **250 business cards £15** on 100% recycled card

This same product is sold for £38 by V***** but you only get thin 265gm2 card as part of the deal. I print on uncoated recycled card, 350gm2 much thicker cardboard! Plus I'm in the UK not Germany!

Retail Printing Ratecard in £ GBP plus VAT *



Full Colour Both sides

Size	July 2010	63	125	250	500	1000	2000	5000
55 x 85mm	Business Card	£7	£10	£20	£40	£50	£70	£80
A7	350 gm ² card	£14	£20	£40	£50	£60	£80	£90
A6	350 gm ² card	£25	£40	£65	£85	£95	£105	£150
DL	350 gm ² card	£35	£55	£75	£105	£150	£175	£220
A5	350 gm ² card	£49	£75	£95	£125	£200	£225	£270
A4	350 gm ² card	£89	£125	£145	£200	£320	£345	£395
A6	150 gm ² art paper	n/a	£35	£60	£85	£125	n/a	£170
A5	150 gm ² art paper	n/a	£60	£85	£135	£180	n/a	£220

supply your own artwork or we'll do it for you prices from £8, plus VAT* on Business Cards

Retail Website Ratecard in £ GBP plus VAT



Complete Website Packages

Websites	July 2010	Basic Website	1 extra page	1 extra picture	1 extra text box	1 hyper/pagelink	FTP set up	Hosting 1 year
HTML Basic	3 page	£260	£65	£5	£5	£5	£75	£50
Flash Basic	3 page	£360	£65	£5	£5	£5	£75	£50
CMS/ASP	3 page	£360	£65	£5	£5	£5	£75	£50
Flash/HTML	3 page	£480	£65	£5	£5	£5	£75	£50
CMS Flash	3 page	£550	£65	£5	£5	£5	£75	£50
OS E-comm	10,000 items	£800	£65	£5	£5	£5	£75	£100
MS Exchange	e-mail	£50	n/a	n/a	n/a	n/a	n/a	£120

supply your own artwork and pictures or we'll produce it for you prices from £8 plus VAT

Call Laurence Dunn for a free information pack with samples 01702 569953

or take a look at the website: www.Journeysmultimedia.co.uk

Offers on eBay as well! Plus ask me about the famous Gaia promotion!