

New. Economical. Easy.

Newsletters.

For your Residential Customers.

Marketing with newsletters has just become easier and more convenient than ever before! With the Customer Loyalty Newsletter Art Package from Compelling Communications, Inc., you receive *beautiful, professionally written and designed newsletter art ready to print and mail out*. Customers will like to receive your newsletter, especially if you treat on an infrequent basis and they don't see you often.

Each quarterly newsletter is written and designed specifically for your residential pest control customers and reflects your knowledge of pest control, great communication and a professional, "upscale" image of your company.

Here's what you'll get

Professionally written articles designed for your pest control customers

Articles are written by communications professionals who know your business, know topics that are important to your customers and communicate effectively.

Professionally designed newsletter art

Your newsletter will be attractive, eye-catching, fun & easy to read in just a few minutes and contain information that your customers will want to keep for reference.

Printer-ready pdf files for a two-page newsletter (8½" x 11" printed on both sides) four times a year

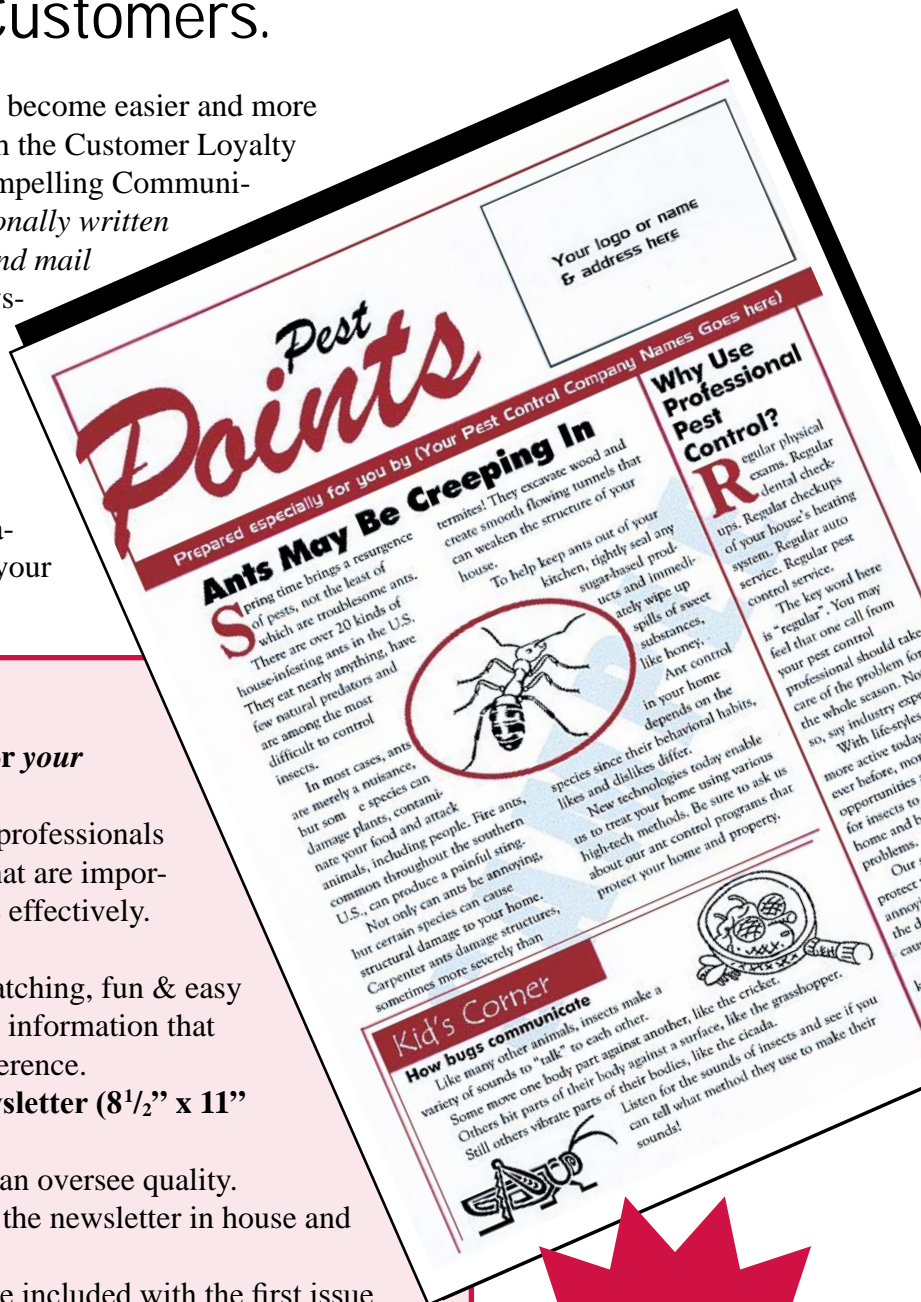
Enables you to print locally where you can oversee quality.

For small quantities, you can photocopy the newsletter in house and save printing costs.

Printer's specifications and guidelines are included with the first issue.

The opportunity to customize your newsletter

See page 2 for details on how to make the newsletter uniquely yours.



**Discounts
Offered**
See order form.

Call Toll-Free 800-779-0067 – 24-Hour Fax 636-394-6979

Why use this Customer Loyalty Newsletter Art Package?

- ◆ Appeal to residential customers with a newsletter developed just for them
- ◆ Add value to your service
- ◆ Maintain & enhance your image
- ◆ Keep in touch with customers & prospects
- ◆ Establish credibility
- ◆ Interest homeowners with fascinating information

Newsletter Content

Each newsletter will contain articles like the following:

- ◆ Seasonal insect article
- ◆ Kids Corner: Fascinating Bug Facts
- ◆ Just for Grins: Entertaining, short humorous stories
- ◆ The Value of Professional Pest Control
- ◆ General interest articles

Unique

Newsletter Name

Name your own newsletter or choose one of our creative newsletter names.

FREE

FREE report on marketing with newsletters accompanies initial order.

Printer's specifications and guidelines are included with first issue.

Call

Compelling Communications, Inc.

Toll-Free: 800-779-0067

24-Hour Fax: 636-394-6979

Customized for your company

You'll receive the standard newsletter art described under Option 1, plus a customized, unique nameplate with your company name and logo and a return address on the mailing panel. (Printer-ready PDF files are emailed to either you or your local printer.)

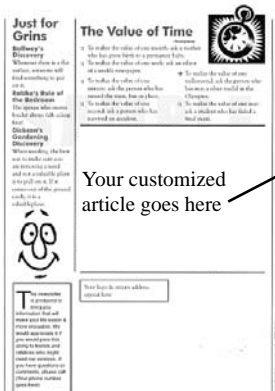
Your unique newsletter name, company name & logo



Your article goes here.

You'll get Option 1, Option 2 plus one panel of customized information about your company, promotions, programs, etc. You can include coupons, testimonials, success stories and more! (Printer-ready PDF files are emailed to either you or your local printer.)

Your customized article goes here



We email a copy of each newsletter ahead of time. You may replace one article on the back with your own or accept the article we include.

Order Form for Customer Loyalty Newsletter Art Package

Please Print or Type

Date: _____ Contact Person: _____
 Company Name: _____ Phone: _____
 Street: _____ Fax: _____
 City/State/Zip: _____ Email Address: _____

Check One	Newsletter Artwork	Quarterly Price	Annual Price
	Includes one panel customized with information about your company, promotions, programs, coupons, etc. on back. (Information on this panel can be changed each issue.) Also includes custom masthead on front using your logo & company name; 2-color digital pdf files are furnished to your printer or we can print and ship the newsletters to you.	\$200	\$800-5% =\$784
X	Report - "Marketing with Your Newsletter"	FREE	FREE
X	Printer Specifications & Guidelines	FREE	FREE
Total of checked items above including tax (6.75% for Missouri only)			

Circle your choice of a newsletter name or write in your own (applies to Options 2 & 3)

Accents	News
Advantage	Notes
Advisory	Outlook
Advocate	Pest Points
Briefing	Profile
Bulletin	Report
Connection	Review
Dimensions	Scope
Focus	Signature
Forum	Spotlight
Guide	Topics
Highlights	Trends
Horizons	Update
Hotline	Viewpoint
Insider	Other _____
Line	
Link	

Payment Method (Please check)

Advanced Annual Payment (Save 5% off annual subscription rate.)
 Quarterly payment
 I am enclosing a check for \$_____
 Please charge my MasterCard or Visa each quarter.
 Credit Card # _____; Expiration Date _____
 Name on card: _____

Payment Options: 1) Pay for the year at once and earn a 5% discount – OR –
 2) Pay quarterly. You will be billed each quarter for that issue.
 3) *Credit cards or checks accepted.*

Newsletter art will be shipped upon receipt of payment.

Deadlines: For subscription beginning with January issue, order by November 15
 For subscription beginning with April issue, order by February 15
 For subscription beginning with July issue, order by May 15
 For subscription beginning with October issue, order by August 15

Logo art: For Option 2 or 3, HIGH RESOLUTION logo art should be emailed to june@compelcom.com with initial order. If you wish to have your bulk mail indicia included, send it with your logo.

Proofs: Each issue, we will email a proof for your approval. Your quick response will be appreciated!

Shipping: You'll receive a printer ready PDF file for each issue - or we can email it directly to your local printer.

Copyrights: Compelling Communications, Inc. retains ownership rights to all copy, design, and art except individual company articles and logos. It is illegal to copy or reproduce artwork produced by Compelling Communications, Inc. for anything other than the production of the newsletter.

Guarantee: If you're not completely satisfied with your newsletter, just let us know after the first issue and we'll refund your money for the remaining issues in the subscription.

Mail completed form and check to Compelling Communications, Inc., 512 Marie Lane, Manchester, MO 63011.

If you have questions, call 800-779-0067 or 636-394-4148.

Signature: _____