

# Economical. Easy.

# Newsletters.

## For your Residential Customers.

**M**arketing 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

### Here's what you'll get

**Professionally written articles designed for your pest control customers**

Articles are written by a communications professional who knows your business, knows topics that are important to your customers and communicates 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**

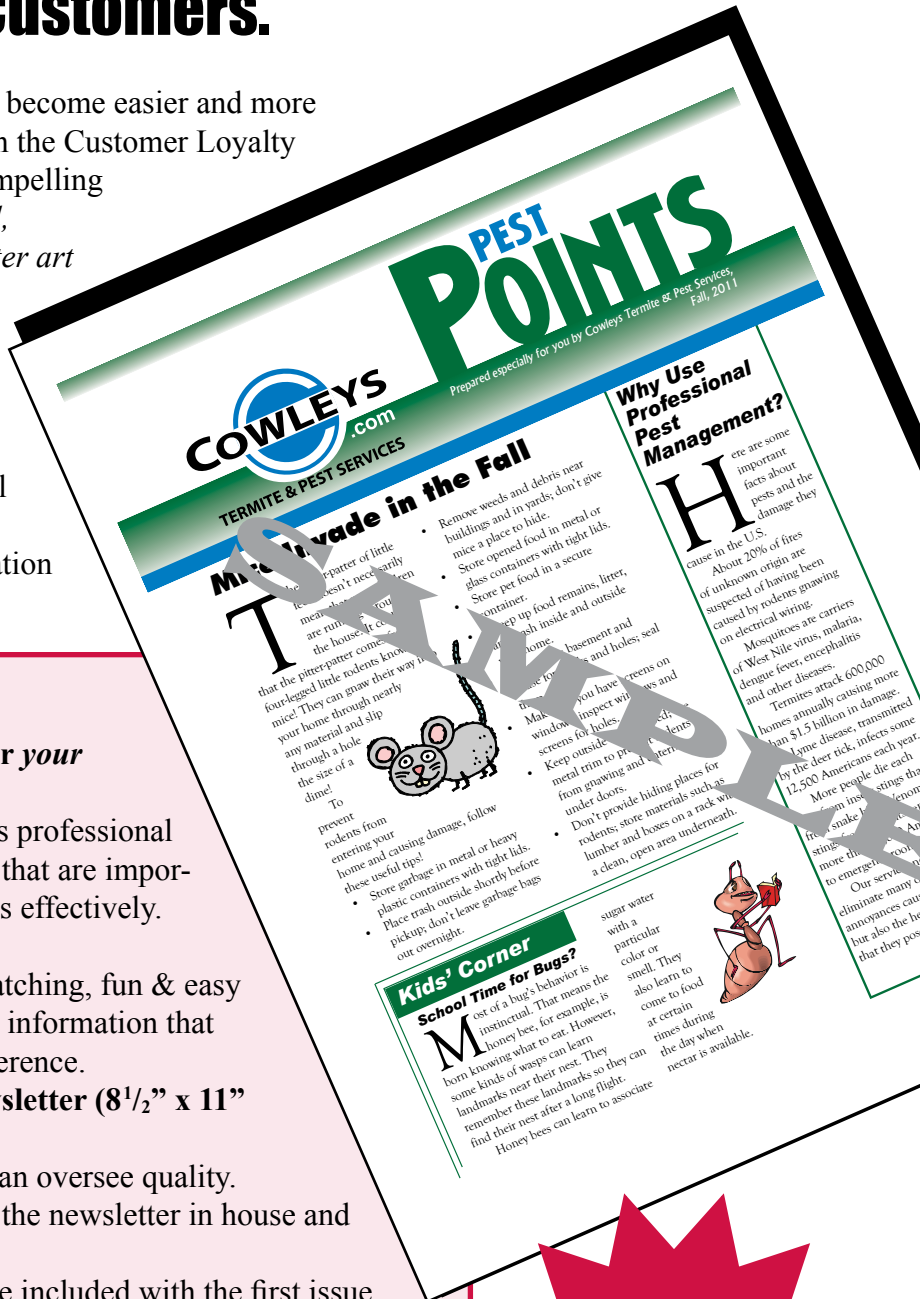
Enables you to print locally where you can oversee quality.

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.



**Call Toll-Free 800-779-0067 – 24-Hour Fax 636-438-1357**

## 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

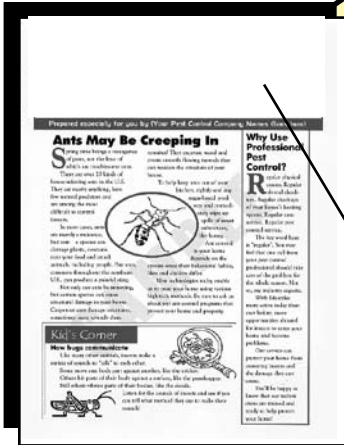
## Unique

## Newsletter Name

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

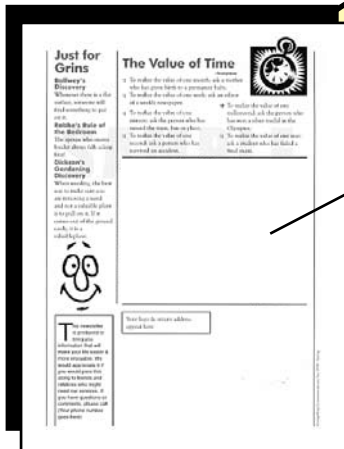
## Customized for your company

You'll receive the standard newsletter art described, 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 article goes here.

You'll get one panel of customized information about your company, promotions, programs, etc. You can include coupons, testimonials, success stories and more!



## Call

Compelling Communications, Inc.  
Toll-Free: 800-779-0067

# 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
X	One-time setup fee	\$100
X	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; 4-color digital pdf files are furnished to your printer or we can print and ship the newsletters to you.	\$400
X	Printer Specifications & Guidelines	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 \$\_\_\_\_\_.

**Payment Options:** *Credit cards or checks accepted.*

**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:** HIGH RESOLUTION logo art should be emailed to [june@compelcom.com](mailto: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. In addition, ***we can have the newsletters printed and shipped to you. Call for pricing.***

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**Guarantee:** If you're not completely satisfied with your newsletter, just let us know we'll refund your money.

Mail completed form and check to Compelling Communications, Inc., 14664 Amberleigh. Chesterfield, MO 63017

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

Signature: \_\_\_\_\_