



ARADIUS GROUP[®]

ATTRACT

OVERVIEW

Our ATTRACT solution has been developed to support businesses looking to grow within targeted geographic locations without the need for specific addresses or names.

We leverage the United States Postal Services EDDM[®] program to select relevant carrier routes within a defined radius of your location. With this technology, we identify an acceptable target range and deliver an oversized marketing piece to every door on the USPS route.

This approach eliminates the cost of purchasing a list or personalizing the printed piece. Scalable in execution, our technology has been developed to handle multiple locations for our clients to leave local, regional, and national footprints.

① Select your store location(s)

② Choose your flat size

100# gloss cover is our recommended stock for your flat.

Note: If you choose a custom size, your finished piece size must qualify as a USPS flat.



6.125" x 12"



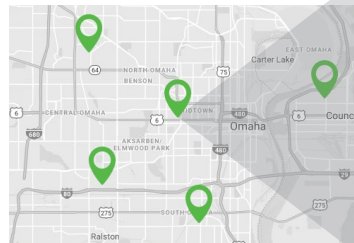
8.5" x 11"

③ Define your reach

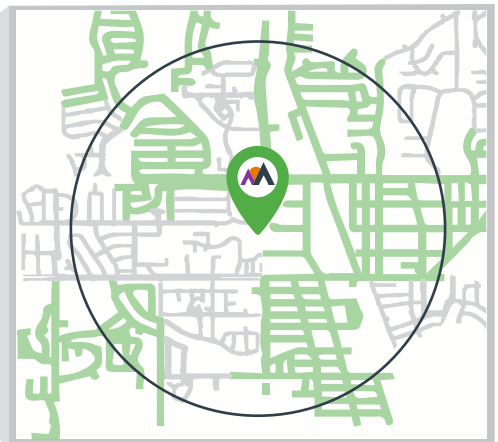
In your targeted locations, define which carrier routes receive your marketing piece.

Radius suggestions are:

0.5 mile
0.75 mile
1 mile



Map of Store Locations



Carrier routes receiving mail piece (green) within store radius

Projected Quantity

Target Store Locations	avg # of records in radius around store		
	0.5 mi	0.75 mi	1 mi
Location A	2,500	5,000	7,000
Location B	2,500	5,000	7,000
Location C	2,500	5,000	7,000
Location D	2,500	5,000	7,000
Location E	2,500	5,000	7,000

Pricing

Total Qty	*Price includes postage	
	6.125x12	8.5x11
500-5,000	\$0.58/ea	\$0.69
5,001-10,000	\$0.52	\$0.64
10,001-25,000	\$0.47	\$0.59
25,001-50,000	\$0.42	\$0.53
Over 50,000 - call for pricing		

Contact Us

This approach, executed well, will compliment your existing marketing strategy and help your business to become top of mind as the go-to destination in your industry. Contact your sales representative to discuss how we can partner together to use ATTRACT to grow your business!