

SELF PROMOTION - SKIER



THE ENVELOPE

Size:	DLX (120x235mm)
Shape:	Wallet - Impact mail
Style:	Unique Window Face
Closure:	Moistseal
Colour:	White
Stock:	Impress Matt 115gsm, Australia Paper
Window 1:	96x106mm square on front
Window 1 Position:	12mm from bottom x 15mm from right
Window 2:	48x95mm address window on reverse

THE DESIGN

Concept:	Adrenaline Adventure Promotion
Communication Purpose:	Branding activity and to generate leads
Agency:	Zebra Direction

THE PRINT

Printed, flat sheet. 4 colours with spot varnish.

LODGEMENT AND MAILING

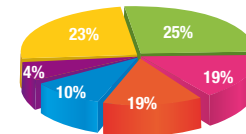
Quantity:	11,450
Insertion:	Hand inserted
Restrictions:	N/A

RESPONSE RATE

Achieved a 16.2% response rate based on competition entries, unique website hits and leads generated.

THE COSTS

Envelope	Database & Management
Insert	Prize & Legals
Design Costs	Lodgment & Mailing



THE ADVELOPES™ ADVANTAGE

Advelopes™ offers high quality six-colour printing with faithful colour reproduction, fast turnaround, and the option of online quotations.

Variety of choice in:

- envelope styles, shapes and sizes
 - window positions & shapes
 - corporate branding
 - elaborate images and designs
- Advelopes™ is brought to you by the trusted label Tudor® envelope brand

