The Complete Guide to Mudlick Marketing Products, Services & Pricing
Oil Change Special

PLUS Seasonal Check-Up

- Brake Check
- All Fluid Levels Check
- Suspension Check
- Lights Check
- Belts & Hoses Check
- Tire Check
- Plus... Road Test!

**Benefits for you**

- **ASE Certified Technicians**
- **12 Month / 12K Mile Warranty**
- **Free Customer Shuttle**
- **CHECK ENGINE LIGHT SCAN FREE**
- **WARNING light scan**
- **FREE Vehicle Inspection**

**For faster service, please call for an appointment.**

Most cars/ light trucks. Oil change includes up to 5 qts. of motor oil and new oil filter. Some vehicles require special oil and/or filter, cost extra. Tax and disposal fee extra.

Cannot combine with any other offers. Limited time only.

**Product Tips**

- **Size:** 6” x 11” flat
- **Layout:** Horizontal or vertical (your choice)
- **Color:** Full color on both sides
- **Paper:** 100 lb. gloss cover stock
- **Add a 1” Round Scratch-Off:** Additional $0.01/piece for each scratch-off

**Product Specs**

<table>
<thead>
<tr>
<th>Product</th>
<th>List Type</th>
<th>Minimum Quantity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>6x11 Postcard</td>
<td>Saturation</td>
<td>3,000</td>
<td>$0.39</td>
</tr>
<tr>
<td>6x11 Postcard</td>
<td>Specialty List</td>
<td>500</td>
<td>$0.53</td>
</tr>
<tr>
<td>6x11 Postcard with scratch off</td>
<td>Saturation</td>
<td>3,000</td>
<td>$0.40</td>
</tr>
</tbody>
</table>
**8 X 11 BI-FOLD TABBED SELF MAILER (BF)**

**POPULAR USES / BENEFITS**
- Large – Stands Out in the Mailbox
- No Envelope to Open
- Customizable
- Personalization
- Maximum Space for More Photos, Coupons, Text, etc.
- Great Way to Educate Prospects and Customers
- Great for Showcasing Product Specs

**Product Specs**

- **Size:** 8” x 11” folded
- **Layout:** Horizontal or vertical (your choice)
- **Color:** Full color on both sides
- **Paper:** 100 lb. gloss cover stock
- **Add a 1” Round Scratch-Off:** Additional $0.01/piece for each scratch-off

<table>
<thead>
<tr>
<th>Product</th>
<th>List Type</th>
<th>Minimum Quantity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>8x11 Bifold</td>
<td>Saturation</td>
<td>3,000</td>
<td>$0.46</td>
</tr>
<tr>
<td>8x11 Bifold</td>
<td>Specialty List</td>
<td>3,000</td>
<td>$0.58</td>
</tr>
</tbody>
</table>

**First Class Postage:** Add .25 per piece to convert from Standard Mail Postage (Marketing Mail) To First Class Presorted Postage. First Class Postage shortens delivery time by 3 to 5 business days. Note that it also requires special permit and production notes when processing.

**Notes:** Quantities > 2,500 add $90 trucking fee (each print run includes 5 unaddressed samples).
10.5 X 17 TRIFOLD TABBED SELF MAILER (TF)

POPULAR USES / BENEFITS
- Large – Stands Out in the Mailbox
- No Envelope to Open (Tabbed)
- Customizable
- Personalization
- Great Way to Educate Prospects and Customers
- Great for Showcasing Product Specs

Product Specs
- **Size:** 10.5” x 17” trifold
- **Layout:** Horizontal or vertical (your choice)
- **Color:** Full color on both sides
- **Paper:** 100 lb. gloss text stock
- **Add a 1” Round Scratch-Off:** Additional $0.01/piece for each scratch-off

<table>
<thead>
<tr>
<th>Product</th>
<th>List Type</th>
<th>Minimum Quantity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.5x17 Trifold</td>
<td>Saturation</td>
<td>3,000</td>
<td>$0.52</td>
</tr>
<tr>
<td>10.5x17 Trifold</td>
<td>Specialty List</td>
<td>3,000</td>
<td>$0.63</td>
</tr>
</tbody>
</table>

**First Class Postage:** Add .25 per piece to convert from Standard Mail Postage (Marketing Mail) To First Class Presorted Postage. First Class Postage shortens delivery time by 3 to 5 business days. Note that it also requires special permit and production notes when processing.

**Notes:** Quantities > 2,500 add $90 trucking fee (each print run includes 5 unaddressed samples).
CUSTOM GIFT CARD (GC)

POPULAR USES

• Promote Limited Offers
• Loyalty Programs
• Drive Traffic to Boost Sales
• Business Holiday Cards
• Endorse a New Product, Service, or Promotion

USED FOR A VARIETY OF MARKETING CAMPAIGNS:

• New Customer Acquisition
• Customer Retention
• Customer Appreciation
• Membership Drives
• VIP Invitations
• Service Reminders
• Insurance Cards
• Warranty Cards
• Referral Cards

Product Specs

• Size: 5.5" x 4.125" flat with credit card pop out, or 5.5” x 4.125” flat with 2 key tag pop outs
• Layout: Horizontal or vertical (your choice)
• Color: Full color on both sides
• Paper: 100 lb. cover stock with an 8 mil. laminate coating

Product List Type Minimum Quantity Cost

<table>
<thead>
<tr>
<th>Product</th>
<th>List Type</th>
<th>Minimum Quantity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.5&quot; x 4.125&quot; Gift Card - credit card pop out</td>
<td>Saturation</td>
<td>500</td>
<td>$0.63</td>
</tr>
<tr>
<td>5.5&quot; x 4.125&quot; Gift Card - 2 key tag pop out</td>
<td>Saturation</td>
<td>500</td>
<td>$0.63</td>
</tr>
</tbody>
</table>

Notes: Quarterly Consolidated Mailing
MAIL 2 MOBILE (M2M)

WHAT IS MAIL2MOBILE?
Make print advertising more effective by serving multiple digital impressions to the specific homes you mail to. Capture your best potential customers' attention in multiple media formats, reinforcing your message.

HOW IT WORKS
1. We geofence your best prospects' homes
2. We send a direct mailer to the same geofenced homes
3. We reinforce your mailer with digital ads - before and after it arrives
4. We'll track and report on physical visitor conversions

MAIL2MOBILE PROGRAM EXAMPLE
MAKES IT EASY TO DOMINATE YOUR MARKET AREA

<table>
<thead>
<tr>
<th>Product</th>
<th>List Type</th>
<th>Minimum Quantity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mail 2 Mobile</td>
<td>Mailing List</td>
<td>30K up to 100K Impressions</td>
<td>$0.018</td>
</tr>
</tbody>
</table>

- Design - consistent messaging for both DM & Mobile
- Lead Time - no additional lead time for digital
- Free Call Tracking Number
- Program Duration - impressions can be pulsed throughout the duration of the promotion
- Real Time Analytics Dashboard
- Biggest Card in the Industry
- ROI & Response - amplify traditional results by up to 3x
- Weekly Billing / Weekly Mailing
- Free Trucking

Industry Research has found that Direct Mail results are amplified through complimentary mobile and digital impressions. Mixed campaigns are driving the below impact:

- 39% MORE ATTENTION
- 10% HIGHER BRAND RECALL
- 5% MORE EMOTIONAL INTENSITY

Warning Light Scan
If a warning light is on, your vehicle is telling you it has a problem! We will report your trouble codes for FREE.

*Additional charges may apply should further diagnostics be needed to determine cause. Some restrictions may apply. Limited time only.

FREE
*Cannot combine with any other offers. Excludes tires and batteries. One time use only. Limited time only.

$50 OFF
$25 OFF
$100 OFF
Any Repair or Maintenance Service of $100 or More
Any Repair or Maintenance Service of $250 or More
Any Repair or Maintenance Service of $750 or More

Get Acquainted Offer

160 Gold Hill Rd
State Hwy 155
Elm St
25

Call End Today. End Today. End Schedule. End Appointment!

000-000-0000
123 Any Street, Anywhere USA 30303
Monday – Friday 7:30 am to 6:00 pm
www.abcauto.com
Your Dealership Alternative for All Make/s. & Model/s. Car Trouble/s. Call Us Today!

000-000-0000
00000-00

PRESORTED STANDARD
U.S. POSTAGE PAID
MLM
PO Box 1362
Marietta, GA 30061-1362

Oil Change Special
with FREE Seasonal Check-Up

$19.95

• Brake Check
• All Fluid Levels Check
• Suspension Check
• Lights Check
• Belts & Hoses Check
• Radiator and Coolant Check
• Tire Check
• Plus... Road Test!

* For faster service, please call ahead for an appointment. Most cars/ light trucks. Oil change includes up to 5 qts. of motor oil and new oil filter. Some vehicles require special oil and/or filter, cost extra. Tax and disposal fee extra. Cannot combine with any other offers. Limited time only.
Multiple advertisers share the cost of third class mailing by combining their individual printed ads into one open package.

POPULAR USES/BENEFITS

- Coupon Driven
- Promote Special Offers
- Cost Effective
- Target by Zip Code(s)
- Addressed to “Resident” or “Occupant”
- Service Not Available in All Areas
- Average 4-6 Week Turnaround Time
- Weekly, Bi-Weekly & Monthly Distribution (Most Markets)

Product Specs

- **Size:** 8.5”x11”
- **Layout:** Horizontal or vertical (your choice)
- **Color:** Full color on both sides
- **Paper:** 45 lb. coated stock

<table>
<thead>
<tr>
<th>Product</th>
<th>List Type</th>
<th>Minimum Quantity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valassis Insert - 8.5 X 11 Value Sheet</td>
<td>N/A</td>
<td>20,000</td>
<td>$0.12</td>
</tr>
</tbody>
</table>

Notes: Requires 3 to 4 Week Turn Time
8.5 X 11 TRIFOLD ENVELOPE MAILER (LTR)
Letter with Envelope | Standard Letter

POPULAR USES / BENEFITS
• Customizable
• Personalization
• Hand-Written Fonts
• C-Fold & Z-Fold Styles Available
• Official Looking
• Warrants Immediate Attention
• Time-Sensitive Information
• Great for Distributing Important or Private Information
• Can Include Business Reply Envelopes
• Can Include Request for Information
• Great Way to Conduct Surveys
• Great for Advertising to 55+ Age Group

Product Specs
• Size: 8.5” x 11” trifold with envelope
• Layout: Horizontal or vertical (your choice)
• Color: Full color on both sides
• Paper: 60 lb. offset
• Envelope: Window or non-window available
• For letters, we must receive content from the customer. Content must be received in a text document (Word.doc, Text.txt, etc.)

Pricing

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Neighborhood Mailing</th>
<th>Specialty List Mailing</th>
<th>Ailment List Mailing</th>
<th>State/Regional/National Mailing</th>
<th>Customer Database Mailing</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.5” x 11” (Letter Size)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.5x11 Static 1 side Letter in #10 Non Window Envelope</td>
<td>$0.51</td>
<td>$0.67</td>
<td>$0.76</td>
<td>$0.75</td>
<td>$0.68</td>
</tr>
<tr>
<td>8.5x11 Static 2 side Letter in #10 Non Window Envelope</td>
<td>$0.53</td>
<td>$0.68</td>
<td>$0.77</td>
<td>$0.76</td>
<td>$0.70</td>
</tr>
<tr>
<td>8.5x11 B&amp;W Variable Data 1 side Letter in #10 Window Envelope</td>
<td>$0.57</td>
<td>$0.73</td>
<td>$0.81</td>
<td>$0.81</td>
<td>$0.74</td>
</tr>
<tr>
<td>8.5x11 B&amp;W Variable Data 2 side Letter in #10 Window Envelope</td>
<td>$0.58</td>
<td>$0.74</td>
<td>$0.83</td>
<td>$0.82</td>
<td>$0.76</td>
</tr>
<tr>
<td>8.5x11 Color Variable Data 1 side Letter in #10 Window Envelope</td>
<td>$0.60</td>
<td>$0.76</td>
<td>$0.85</td>
<td>$0.84</td>
<td>$0.77</td>
</tr>
<tr>
<td>8.5x11 Color Variable Data 2 side Letter in #10 Window Envelope</td>
<td>$0.62</td>
<td>$0.79</td>
<td>$0.87</td>
<td>$0.87</td>
<td>$0.79</td>
</tr>
</tbody>
</table>

| 8.5” x 14” (Legal Size) |
| 8.5x14 Static 1 side Letter in #10 Non Window Envelope | $0.54 | $0.70 | $0.79 | $0.78 | $0.71 |
| 8.5x14 Static 2 side Letter in #10 Non Window Envelope | $0.56 | $0.72 | $0.80 | $0.79 | $0.73 |
| 8.5x14 B&W Variable Data 1 side Letter in #10 Window Envelope | $0.60 | $0.76 | $0.85 | $0.84 | $0.77 |
| 8.5x14 B&W Variable Data 2 side Letter in #10 Window Envelope | $0.62 | $0.77 | $0.86 | $0.85 | $0.78 |
| 8.5x14 Color Variable Data 1 side Letter in #10 Window Envelope | $0.63 | $0.79 | $0.87 | $0.87 | $0.80 |
| 8.5x14 Color Variable Data 2 side Letter in #10 Window Envelope | $0.66 | $0.82 | $0.89 | $0.89 | $0.83 |

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Static Buckslip (measuring 3.5x8.5 or smaller - 1 Side)</td>
<td>$0.03</td>
</tr>
<tr>
<td>Static Buckslip (measuring 3.5x8.5 or smaller - 2 Sides)</td>
<td>$0.04</td>
</tr>
<tr>
<td>Additional Static Pages (1 Side - price per page)</td>
<td>$0.08</td>
</tr>
<tr>
<td>Yellow Bond Paper (for letters only)</td>
<td>$0.02</td>
</tr>
</tbody>
</table>

Notes:
- There is a $135 Small Quantity Fee for orders less than 2,500 pieces.
- Minimum order amount of 250 pieces.

First Class Postage: Add .25 per piece to convert from Standard Mail Postage (Marketing Mail) To First Class Presorted Postage. First Class Postage shortens delivery time by 3 to 5 business days. Note that it also requires special permit and production notes when processing.
### M2M & MOBILE ADVERTISING

Target valuable customers that are located around your business, at your competitor’s business or maybe old customers – we can locate them and serve up an ad on their smart phone to drive them back to you.

<table>
<thead>
<tr>
<th>2 MONTH AGREEMENT:</th>
<th>3 MONTH AGREEMENT:</th>
</tr>
</thead>
<tbody>
<tr>
<td>$800 - 50,000 Impressions/mo (1.6¢ ea)</td>
<td>$800 - 50,000 Impressions/mo (1.6¢ ea)</td>
</tr>
<tr>
<td>$1,200 - 75,000 Impressions/mo (1.6¢ ea)</td>
<td>$1,125 - 75,000 Impressions/mo (1.5¢ ea)</td>
</tr>
<tr>
<td>$1,500 - 100,000 Impressions/mo (1.5¢ ea)</td>
<td>$1,400 - 100,000 Impressions/mo (1.4¢ ea)</td>
</tr>
<tr>
<td>$1,750 - 125,000 Impressions/mo (1.4¢ ea)</td>
<td>$1,625 - 125,000 Impressions/mo (1.3¢ ea)</td>
</tr>
<tr>
<td>$1,950 - 150,000+ Impressions/mo (1.3¢ ea)</td>
<td>$1,800 - 150,000+ Impressions/mo (1.2¢ ea)</td>
</tr>
</tbody>
</table>

### TARGETED DISPLAY ADS

Use IP addresses of homes or customers around your business to serve up a competitive offer to drive new & existing customers – re-targeting people who have visited your site and stay top of mind to get the sale.

<table>
<thead>
<tr>
<th>2 MONTH AGREEMENT:</th>
<th>3 MONTH AGREEMENT:</th>
</tr>
</thead>
<tbody>
<tr>
<td>$750 - 50,000 Impressions/mo (1.5¢ ea)</td>
<td>$650 - 50,000 Impressions/mo (1.3¢ ea)</td>
</tr>
<tr>
<td>$975 - 75,000 Impressions/mo (1.3¢ ea)</td>
<td>$825 - 75,000 Impressions/mo (1.1¢ ea)</td>
</tr>
<tr>
<td>$1,200 - 100,000 Impressions/mo (1.2¢ ea)</td>
<td>$1,000 - 100,000 Impressions/mo (1¢ ea)</td>
</tr>
<tr>
<td>$1,375 - 125,000+ Impressions/mo (1.1¢ ea)</td>
<td>$1,125 - 125,000+ Impressions/mo (0.9¢ ea)</td>
</tr>
</tbody>
</table>

### SOCIAL MEDIA

Market your business on Facebook and target your best customers based on specific variables – also use Facebook to retarget customers that have viewed your website.

<table>
<thead>
<tr>
<th>MONTHLY PRICING (PER PAGE, 6 MONTH MINIMUM)</th>
<th>FULL SERVICE</th>
<th>BASIC CONTENT</th>
<th>ADS MANAGEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Review &amp; Assessment</td>
<td>✔</td>
<td>$350</td>
<td>$350</td>
</tr>
<tr>
<td>Create Professional Cover Photo</td>
<td>✔</td>
<td></td>
<td>$350</td>
</tr>
<tr>
<td>Audience Building</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Non-Branded Facebook Posts Per Week</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basic Profile Management</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deleting Of Unwanted Spam</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Responding Back To Posts &amp; Comments</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use Of Hashtags</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monthly Campaign Development (Up To 4 Ads)</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook &amp; Instagram Ads Strategy</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook &amp; Instagram Ads Placement</td>
<td>✔</td>
<td></td>
<td></td>
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<tr>
<td>Auto-Populated Lead Forms On Facebook, Sent To Your Email</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook &amp; Instagram Promoted Post Management</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access To Custom Digital Analytics Dashboard</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Includes Monthly 15 Minute Success Call With Social Media Manager</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Save $100/Month with 12 Month Agreement!**

**Upgrade to Custom Branded Content: Additional $400/Mo**

**Popular Add-On Boosters:**
- Additional Custom Branded Posts - $25 each
- Additional Ad Creative/Placement - $50 each
- Additional 15 Minute Social Media Coaching Call - $50 each
- Setup New Facebook page - $150 each
THE MUDLICK ADVANTAGE

BENEFITS

- Dedicated Account Manager
- Superior Customer Service
- Affordable Payment Plan Options
- Full-Service - Design to Delivery
- Variety of Marketing Solutions
- 24 Hour Print to Mail Service*
- Small Business Learning Centers*
- In-House Design Staff
- High Quality Commercial Printing
- Quality Assurance for Mail Lists

* 24 Hour Print to Mail Service – Additional Charges Apply
* Small Business Learning Centers – Automotive Repair