



Direct Marketing Solutions

March 5, 2012

<First> <Last>
<Title>
<Company>
<Address>
<City>, <St> <Zip>

Dear <First>,

Voters go by many names: Republican, Democrat, Liberal, Conservative, Independent. Call them the one they respond to the most: **their own**.

For more than 30 years, AMi has been helping clients reach their targeted markets, elicit a response, and achieve their goals. We have the resources and expertise to help you create *personalized* direct marketing promotions and the flexibility to make things happen when you need them to. We can manage graphic design, printing, mailing, and postal and shipment logistics or simply provide the mailing and logistic services. Regardless of your needs, you can be confident that we will perform your direct marketing tasks skillfully and expeditiously. Your promotions will not only wow, but they will also help generate calculable results *NOW* when used in conjunction with your mobile and social media campaigns.

In an election year, content is king but timing is crucial. We'll maintain close contact with you and keep you informed throughout every phase of your promotions. With our on-site U.S. Postal Service facility and in-house logistics capabilities, we can verify your mail and deliver directly to the postal hubs nationwide. As a result, your direct mail will reach its destination faster and at reduced postage costs.

AMi provides a wide range of services essential to the production of your political campaign, including:

Data Services

Merge/Purge
NCOA
Postal Presorting
Congressional Append
Address Standardization
Duplicate Elimination
Destination Discount Process
Custom Programming

Printing

Letterhead
Envelopes
Business Forms
Business Cards
Brochures & Pamphlets
Booklets & Newsletters
Flyers & Stickers
Yard Signs & Banners

Personalization

Simplex & Duplex
Variable Data Printing, Black
Color Variable Printing (Laser)
Variable Text and Graphics
Match Mailings
Inkjet Addressing
Color Laser Envelopes
Pickup & Delivery

Lettershop Services

Automated Inserting
Metering & Live Stamping
Tabbing
Document Converting
Post-It Note Affixing
Poly-Bagging
Hand Assembly
Nationwide Logistics Services

At AMi, we don't play politics: we deliver it. Call us today and let us take care of the details of your print, mail, and logistics.

Very truly yours,

Milton G. Olekson, DMSP
President

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