

Bagazines vs USPS



● **Bagazines**

1. Hand delivered in malls and airports (Coming 2009 Q3)
2. Consumers get it when they are shopping
3. Most of our Bagazines go with our consumers wherever they go.
4. Our offers are redeemed that same day in many cases
5. Consumers are offered cash and prizes with every bagazine
6. Our pricing starts at **.18** for any size post card up to 8.5 X 11
7. No cost for a mailing list
8. No cost for printing addresses and barcoding mailing info
9. No cost for sorting your mailing

● **USPS**

1. Delivered to mailboxes
2. Consumers get it when they get home.
3. Most of it ends up in the trash
4. Many offers are put aside to be used at some time in the future and expire worthless
5. No special incentive comes with your mail in your mail box as an incentive
6. Pricing starts at **.205** for a 4 X 6 postcard if you get all the discounts possible
7. Must pay for mailing list
8. Must pay for printing of addresses onto mailing
9. Must pay for sorting to get the best prices from the USPS