

YOU KNOW WE'RE AMERICA'S #1 SOURCE OF NEW-RESIDENT ADVERTISING, BUT...

DO YOU KNOW WHY MOVING TARGETS MAILINGS WORK?

HERE'S WHY: Our inexpensive direct mail program delivers warmly *personal*, 100% *believable* letters with obviously *valuable*—almost *irresistible!*—Gift Certificates to all the NEW FAMILIES who've just moved into your neighborhood. This relatively small number of prime prospects promises to comprise a LARGE PERCENTAGE of your loyal, free-spending 'core customer' base...the *regulars* who will keep your business profitable in the months and years ahead.

You spend only a few bucks a month to reach your highest potential future customers—newcomers who really *need* you. And you end up paying a lot less...for a lot more!

These mailings enjoy an 87% Success Rate!

A variety of stock Gift Certificates are available, or we can design a special Certificate to fit your needs.

Custom double-window envelopes showcase your Free Offer and prominently feature your firm's name, address, and phone number.

\$100
Cash Bonus
for Friends of
Bill Main
(Ask for details)

Friendly and 100% personal, our solo letters get noticed, get read, get acted on!



JAY SIFF, CEO
MOVING TARGETS

Please take a moment to give us your opinion. Thank you!

Food	Poor	Fair	Good	Excellent
Service	1	2	3	4
Clearliness	1	2	3	4
Atmosphere	1	2	3	4
Do you think you will eat here again?	YES		NO	
Additional Comments:				

ALICE'S RESTAURANT
123 Main Street
Anytown, PA 12345
123-456-7890

Gift Certificate

Mr. John A. Sample
812 Chestnut St
Perkasie, PA 18944

One Free Entree
...up to a \$15.95 Value!

Offer Expires: September 30, 2006

Free Gift!
Welcome to Our Neighborhood

Mr. John A. Sample
812 Chestnut St
Perkasie, PA 18944

All of us at Alice's Restaurant hope you'll cash-in this Gift Certificate WITH OUR BEST WISHES FOR MUCH HAPPINESS IN YOUR NEW HOME!

That's right, Mr. Sample... To acquaint you with ALICE'S RESTAURANT—one of this area's finest restaurants—we give you this FREE GIFT CERTIFICATE. No cost! No tie-in purchase required! No strings! No kidding!

It's good for ONE ABSOLUTELY FREE ENTREE... up to a \$15.95 Value!

All we want is the chance to show you that we're the BEST. Our great food, fast service, big portions, low prices—and friendly attitude—will have you coming back for more... and more... and still more!

We're open seven days a week from 11 AM to 10 PM. And for your convenience we accept reservations.

ALICE'S RESTAURANT offers about anything you could want in fine food:

- Prime Meats and Fresh Seafood
- Customers Love Our Crispy Chicken Roast, Grilled Spicy Skirt Steak, Blackened Ribeye, Cajun Stuffed Pork, Chops and Grilled Lamb T-Bones
- Tantalizing Appetizers—Try our Spinach Artichoke Dip, Queso Dip, Parmesan Breadsticks, Jumbo Lump Crab Cake, Asian Spiced Dumplings, Chicken Quesadilla, Coconut Shrimp, and Spring Rolls.
- Juicy Burgers and Oversized Sandwiches
- A Wide Variety of Garden Fresh Salads
- Soups—Made Fresh Daily
- Cocktails, Ice-Cold Beer, and Wine
- Scrumptious Homemade Desserts
- Daily Specials—Call to Hear What's Cookin' Today!
- All Major Credit Cards Accepted

We aim to make sure everything we serve is the same delicious food our own families love to eat—and ALWAYS A GREAT VALUE.

In fact, we want to make OUR place... YOUR place!

Your FREE GIFT will get you started with the kind of family owned and operated business you don't often find these days.

We look forward to having you as one of our "regulars"—soon!

Alice Smith
ALICE'S RESTAURANT
(1/4 mile east of Anytown Mall)

For fast, easy ordering call 123-456-7890

Alice's Restaurant Where good friends & great food get together!

Believe it or not, some of our advertisers pay...

Less Than \$5 a Month!

No minimums, no contracts, no hidden strings—and no getting *lost* in the clutter of competitors' ads. You decide where to mail, how many to send, how little to spend! You *concentrate* your efforts (and your money) on just-moved-in *newcomers*. Folks who are almost 5 times more likely to become loyal "regulars" than other prospects.

Call 800-926-2451 (ext. 260) for samples and full details.



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