

# SPECTRUMDATA

Personal. Professional. Precise.

## Postal Savings

Sure, there are ways to cut back on your mailing costs, but are they worth it? How much money will you save? What will it do to your response rates? We can help you sort it out.

Many mailers these days are turning to co-mailing and co-palletization to reduce their postage expense. True, by bundling your piece with others, you will save money on postage. That is a fact. But how much and how it is calculated is a whole different ball game. Sometimes co-mailing is a good idea and sometimes the savings are far below what the vendor promised. Let's face it, postal presort processing is a complicated business. We can simplify it for you by providing the independent data you need to make a true apples-to-apples comparison.

We also offer independent co-mailing services. We have partnered up with a large co-mailing firm allowing your printer to do what they do best, putting ink on paper. You can now utilize a smaller local printer and receive the same mailing benefits of the "big three". Not only will you receive the same savings on postage but you can eliminate the travel and lodging costs associated with press approvals all while supporting your local economy. You no longer have to be a small fish in a big pond. You can get the customer service you deserve.

**In an industry known for turnover, Spectrum Data is a model of stability. We've been working since 1989 to provide our customers with superior service. Our business model is built around giving you data that delivers.**

**If you put a catalog, magazine or brochure in the mail, we can help you do more for less. We would love to talk with you about it.**



Call David Murray today:  
800-733-6567 or visit  
[www.spectrumdata.org](http://www.spectrumdata.org)