

CAL MAILING SERVICE

9722 CESSNA AVENUE, GAITHERSBURG, MD 20879 · (301) 384-1998 · (301) 590-9717

July 18, 200X

Dr. John Q. Sample, D.D.S.
123 Sample Street
Theirtown, VA 00000

**This year, Bowie will see about
3,000 new households.
How many of them will you see?**

Dear Dr. Sample:

Last year 3,012 homes changed hands in Bowie. Many of those households were new to the area, looking for a new dentist, and it's the same again this year.

Our new **Dentool™** Dentist Marketing Tool is the best way to reach them. It's the simplest, most affordable way to contact new residents while they're still prime prospects for your dental services.

Each month, we'll send a personalized postcard to recent move-ins in your area. Exclusively from you. It's that simple! You just call us, choose one or more ZIP Codes, and we do the rest. Each month we'll send cards to recent homebuyers, charging your credit card just \$1 per address, when the postcards go out. All those postcards will appear to have come from you, including your own return address.

Because each postcard is exclusive, ZIP Codes are available only on a first-come, first-served basis. To reach the most valuable homes available, it's important for you to act now.

I've enclosed a sample of the card we'll send for **just one dollar** per address, *including postage*. If you prefer, we'll send a custom message of the same length, for just a dollar more per card.

With 20 years' experience in the direct-marketing and mailing business, CAL Mailing Service does these mailings far more quickly, economically than you or your staff can. Each month, we'll send you a copy of the USPS Certification of mailing count, same as we provide to our other customers throughout the United States (with their permission, I've enclosed some of their names as reference).

But, remember — we send each recent homebuyer a card from only ONE dentist. So please call me at (301) 384-1998 now to order or ask any question.

Sincerely,

Sheldon Lebowitz
Dentool Marketing Director
deleted@deleted.com

PS: Each new family will receive a card from only one dentist. It's first come, first served, so to reach the best ZIP Codes available for you, please call (301) 384-1998 to order now.

CAL mailings satisfy customers nationwide...

Business Name, Inc., Person Or Extension.

City, 000-000-0000

Business Name, Inc.,

Person Or Extension.

City, 000-000-0000

Another Business Name, Inc.,

Person Or Extension.

City, 000-000-0000

The *Dentool*[™] Dentist Marketing Tool is endorsed by dentists...

Dr. Name Here, D.D.S.

Cityname, State

000-000-0000

Dr. Othername Here, D.D.S.

Cityname, State

000-000-0000

**To order or learn more,
call (301) 384-1998**

How many homes change hands each year?

Home purchases in Bowie, Maryland:

Households Moving Per Year					
Settlement Date	ZIP 20715	ZIP 20716	ZIP 20720	ZIP 20721	Total Households
2000	1,023	861	626	796	3,306
2001	892	863	914	828	3,497
2002 (estimated)	996	773	1450	989	4,208

Households Moving Per Month					
Settlement Date	ZIP 20715	ZIP 20716	ZIP 20720	ZIP 20721	Total Households
Sept-2001	69	76	50	42	237
Oct-2001	83	76	73	75	307
Nov-2001	70	59	56	54	239
Dec-2001	42	68	46	46	202
Jan-2002	98	56	118	183	455
Feb-2002	83	63	111	47	304
Mar-2002	81	58	72	55	266
Apr-2002	85	77	64	75	301
May-2002	68	68	41	52	229

Here is the card we'll send in your name!

(also see other side)

Welcome to
the neighborhood!

In your new home, you may need ...

a painter
a furniture store
a garden supply
a hardware store
a carpet store
a grocery store
a bakery
a clothing store
a babysitter
a shoe store
a gas station
and, oh, yes...
a dentist.

Here is the card we'll send in your name!

(also see other side)

Dr. Martin Bergman, DDS
17130 E. Center Boulevard
Bowie, MD 20715
301-888-9245

Welcome to your new home!

As a dental practitioner near you, I'd be pleased to answer any questions you have about the area. Of course, that includes questions about choosing a local dentist, but any other questions as well.

Please call or visit my office at the number or address above, whenever convenient for you.

I look forward to meeting you and your family soon!

Dr. Martin Bergman, DDS

CAL MAILING SERVICE 799 CESSNA AVENUE, GAITHERSBURG, MD 20879? (301) 384-1998

The Lastname Household
1234 Pine St.
Bowie, MD 20715

DENTOOL™ ORDER FORM

(To secure the best available ZIP Codes as simply and quickly as possible, simply phone Cal Mailing Service at (301) 384-1998 now. If you prefer, mail this form to: Cal Mailing Service 799 Cessna Avenue, Gaithersburg, MD 20879)

Yes, I want to reach prospective new patients.
Please mail postcards monthly to homes that have been purchased recently in the ZIP Codes shown below. Charge my credit card for just \$1.00 per address each month upon mailing.

To which ZIP Codes? (in order of preference, #1 being most preferred)	ZIP #1	ZIP #2	ZIP #3	ZIP #4
Which message? (As shown on insert)	<input type="checkbox"/> Standard Message <input type="checkbox"/> Custom Message (Additional charge of \$1.00 per card) (Please enclose text of Custom Message. Custom message is subject to confirmation of length and suitability. We will prepare it in a format similar to our standard messages.)			
Name of your practice (exactly as it will appear with the message)				
Your return address (exactly as it will appear on the card)				

Bill my credit card: American Express MasterCard Visa

Name on card: _____ Card Number: _____ Exp. Date _____

CAL Mailing Service will mail, once per month as close to the end of the month as possible, postcards to all recent homebuyers within that ZIP Code first appearing in our database that month. We debit your credit card at that time, for the number of cards mailed to your ZIP Code(s) times the cost per card. Within a week of the actual mailing, we will either fax or email you the USPS certification of the counts mailed to each ZIP Code. We reserve the right to change the mailing date and cost of our service, and will give you prior sufficient notification of any change. We reserve the right to refuse to mail if we deem a custom message offensive or otherwise unsuitable. We cannot guarantee what response, if any, you will receive. We do guarantee exclusivity, and will not mail for any other Dentist to "your" ZIP Code(s). If you desire to terminate this monthly service, please telephone us at least one week prior to mailing, and confirm your termination to us by email or fax. Termination will become effective immediately, without any further charge, and we will destroy our record of your credit card number. The ZIP Code(s) assigned to you may then be assigned to another Dentist.

SIGNATURE: _____

(For sending you certification:)

Fax: _____

Email address: _____

