

Catalog Insert Media – A Tool for Offsetting Postal Increases

"IN TODAY'S BUSINESS environment direct marketers face more challenges than ever," says Brad Alexander, Operations Manager of List Locators & Managers, Inc. Having serviced this industry for nearly twenty years, List Locators & Managers, Inc. understands the needs of today's direct marketer and is constantly striving to help clients achieve their marketing objectives.

"Our clients are finding that blow-in programs are an effective way to help offset the recent rate hikes." Blow-in programs are extremely beneficial to both advertisers and program owners alike.

"One of the fastest growing trends in the industry is the use of blow-in programs as a viable part of the marketing mix. The attractiveness of these programs to advertisers is their large and relatively low costs compared to traditional media options." Advertisers can

use blow-ins to generate leads without paying the postage for solo direct mail pieces, which can help lower their acquisition costs considerably.

As most programs can only accommodate 2-3 pieces, limited capacity can lead to programs booking up far in advance. Many of LLM's clients have blow-in programs on the market and have recently seen interest grow at an overwhelming rate. "The response we've seen from brokers and mailers has been fabulous. In fact, one particular program was booked full for all of 2007 by the start of fourth quarter 2006."

A common misconception among potential blow-in program owners is that there isn't much revenue to be gained with blow-ins, due to the relatively low price point. "While it is true that these programs are substantially lower in cost to the advertiser, the higher volumes associated with

this media affect program owner revenue dramatically. In fact, some of our blow-in program owners have revenue from these programs that eclipses what they earn from renting their list to other mailers."

FOR INFORMATION

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