

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!

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

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



JAY SIFF, CEO
MOVING TARGETS



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

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. 215) for samples and full details.



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