



EcoSmart™ Self Mailers

Lower cost | Greater Impact | Eco-friendly

Better direct marketing starts with  
**A SIMPLE STRATEGY.**

Introducing New Eco-friendly Programs.



# Sometimes less is more.

If you could take the essential elements of direct mail and distill them into a more efficient format, what would you have? A self mailer that will deliver your message, loud and clear.



# WHY SELF MAILERS MAKE SENSE NOW MORE THAN EVER

## Direct mail is powerful and effective.

There's no doubt about that. And as people get busier and marketing budgets get smaller, a shift in strategy is called for. Enter the self mailer.

## By simplifying your direct mail pieces you can:

- Communicate with today's consumer on their terms.
- Make an immediate impact, with less packaging to get in the way.
- Engage the recipient and encourage a quick response.

## Make your budget go farther. A lot farther.

Self mailers help you make the most of every dollar, generating exceptional results with less expense.

- There is no need for an envelope.
- You can include a panel for business reply.
- You can save on printing, material and shipping costs.
- Your piece will stand out, since less direct mail is being sent in today's economy.



## Get creative! It's easy with a self mailer.

A simple single fold mailer is one option. But you don't have to stop there! There are lots of possibilities:

- A die-cut mailer compels the reader to open it.
- A unique format such as a short-fold or iron cross adds interest and impact.
- A mailer with fold-out panels makes it easy to organize your information.

## Popular Prices & Quantities

Other sizes and quantities available.

EcoSmart™ Self Mailer Everyday Low Price		Traditional Self Mailer* Produced on Standard Stock Regular Priced Less 25% Discount				
Quantity	flat size	7½ x 10⅞	8½ x 11		8½ x 14	
			Regular	Special	Regular	Special
5,000		\$1,275	<del>\$1,955</del>	\$1,466	<del>\$2,295</del>	\$1,721
10,000		\$1,550	<del>\$2,515</del>	\$1,886	<del>\$3,085</del>	\$2,314
25,000		\$2,365	<del>\$4,195</del>	\$3,146	<del>\$6,105</del>	\$4,578

\*25% discount on all orders through December 31, 2009.

## Introducing the EcoSmart™ Self Mailer

Reinforce a  
forward-thinking,  
earth-friendly image.



Communicate your message with the  
cost-effective EcoSmart™ self mailer!

- Reduce paper usage by using this condensed format.
- Show your concern for the environment by sending the message out using eco-friendly paper & inks.
- Save money on overall cost.

## Choose the product that's right for you.

Try our new EcoSmart™ format with low everyday pricing and eco-friendly content. Or, go with our **traditional mailers now at 25% off regular prices on orders placed through December 31, 2009.**

What is

**EcoSmart™ ?**



PSB's newest product line gives you smart choices that really set your marketing communications apart.

- **Alternate size** and layout to maximize cost-effectiveness and use of resources
- **Available for** self mailers, newsletters and annual reports
- **Eco-friendly paper stock** with the FSC (Forest Stewardship Council) logo
- **Option to use soy inks** and the logo representing this usage

With responsible printing solutions, you can keep your budget – and the earth – as healthy as possible! And with PSB on your side, you can work smarter. Not harder.

## Smarter marketing begins right here.

At PSB, we're all about solutions. We start with your message, your objectives, your style and your budget. We work with you to create an eye-catching, effective promotion. And we deliver results. Pure and simple.

Our self mailer promotion runs through December 31 so don't miss out. Call **877.384.7772** or send an email to [mail@psbonline.com](mailto:mail@psbonline.com) today. **Ask about our mailing services, too.** We offer state of the art mailing technology and bundled pricing to save you money!



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[mail@psbonline.com](mailto:mail@psbonline.com) | [www.psbonline.com](http://www.psbonline.com)



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**regular self mailers**  
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