

A glowing green lightbulb is the central focus. The base of the bulb features a postage stamp with a green rectangular area and black wavy lines. At the top of the bulb, the logo "JHL" is displayed in a stylized font, followed by the text "Mail Marketing, Inc." in a smaller font. The entire scene is set against a white background with a soft green glow emanating from the bulb.

JHL Mail Marketing, Inc.

JHL
in the
21st
Century



WHO WE ARE

JHL Mail Marketing, Inc. has been serving the mailing industry with creative mailing solutions since 1985. In that time we have grown into one of Wisconsin's premier lettershops, offering our clients the broadest range of data processing and mailing services to ensure that they have the most effective direct mail product at the lowest possible cost.

JHL is one of the largest independent mail houses in Wisconsin because we consistently focus on the changing needs of our customers. We annually reinvest resources in new technology and new equipment, improving our efficiency and enhancing our capabilities to keep our clients competitive in their markets. Our client retention rate is very high because we strive to become a vital partner in our customers' growth and success by providing state of the art data processing and mailing services.

With decades of experience partnering with direct marketers, print distributors and publishers in carrying out a full range of direct mail services you can trust that we have very likely worked on projects similar to yours and can apply our knowledge to your specific needs.



WHY JHL MAIL MARKETING?

We've been in the direct mail business since 1985. **EXPERIENCE**

We have the equipment and knowledge to tackle just about any mail project. **SERVICES**

Our team of creative mailing professionals meets the needs of the most challenging direct mail projects. **CREATIVITY**

We have the ability to process millions of mail pieces on time, every time. **CAPACITY**

Our postal experts use their knowledge and experience to achieve the lowest possible postage for our customers. **KNOWLEDGE**

We invest in the latest data and mail processing technology providing our customers with unequalled service. **TECHNOLOGY**

We are committed to helping our clients achieve their mail marketing goals. **RELIABILITY**

PROFESSIONALS

Our comprehensive abilities and range of services are two of the big advantages of partnering with JHL. We augment these capabilities using our depth of experience and knowledge of the postal system and the software used to service mailings of various sizes and quantities. We constantly keep up to date with these methods and maintain an open dialog with all mail service providers.

ADDING TO YOUR BOTTOM LINE

EXPERIENCE

- Years of postal knowledge to apply to your job
- Superior quality control with years of testing
- Logistics management gives you better postage rates
- We know the right questions to ask to improve your bottom line, and if you have a question, we have the answer
- Great relationship with USPS personnel
- Our focus is meeting your deadline and we have the production capacity to do so

SOFTWARE

- Better assignment of USPS required data
- More sort options for better postage rates
- Flexible match/consolidate, tailored to your exact needs, identifies and removes or combines more duplicate names and businesses
- All classes and sub-classes of mail available

RANGE OF SERVICES

- We know the right kind of mailing lists, targeting your message
- From postcards to poly bags, from data entry to color variable laser imaging – we do it all
- We have the ability to process virtually any substrate

COMPREHENSIVE ABILITIES

- We have “seen it all” and have the know how to “do it right”
- The right equipment to process your mail most efficiently
- Mailing is our life, not simply an added service





MARKETING

WOW!Mail... Each day, in every household and business across the country, there's a "mail moment." It's the time when your prospects go to the mail box, pick up their mail, and thumb through it to determine what's important to them. At this moment they hold your mail piece in their hand and decide, "what should I do with this?" Will your mail piece get noticed and produce the results you need? It will if you use WOW!Mail™, a comprehensive program designed to increase the efficiency and effectiveness of direct mail marketing. WOW!Mail™ is built on three basic ideas:

Mail Smarter

Eliminating waste from your mailing and reaching the people you want to reach with a one-to-one message will lower your marketing costs and improve your response rate. JHL uses DataSmart™ technology to make sure your mailing is on target.

Stand Out From the Crowd

Consumers are saturated with thousands of marketing messages every day. WOW!Personalization cuts through the clutter with eye catching graphics that get your message noticed.

Capture Valuable Customer Data

The more you know about your customers and prospects, the more successful you will be. JHL's Cross Media Marketing program provides important information that enables you to talk directly with your customers, one-to-one, about their needs and interests.



CROSS MEDIA MARKETING: PURLS

Cross Media Marketing is different from traditional "spray and pray" marketing techniques because it uses campaign tracking software to capture relevant data that tells you when and how each individual responded.

CROSS MEDIA MARKETING

This data is provided to you in real-time reports and online charts and graphs that you can use to identify your best sales leads.

Using an initial touch of a postcard or email that instructs a recipient to go to a Personalized URL (PURL) that incorporates variable data and/or WOW!Mail images, information gathered is available immediately for analysis and further action. By WOW!ing the user with relevant customization you have their attention longer - allowing you to get your message in front of their eyes like never before.

PURLs

LISTS AND DATA

JHL Mail Marketing, Inc. is a recognized list broker with access to thousands of mailing lists and millions of names and addresses. Whether you need a saturation list to cover a market area or a targeted list to reach a specific demographic group we can customize a list to fit your marketing needs. If you work with your own mailing list our data entry team can help you build your database from the ground up or maintain your existing database to keep it up-to-date.

INFORMATION AT YOUR FINGERTIPS

LIST SERVICES

Let us know what market you want to reach and we'll work with you to provide a mailing list that helps you reach your marketing goals.

List Acquisition:

- **Saturation Lists**
If you need to mail to every household within a specific market we can provide you with a saturation mailing list for any market in the U.S.
- **Targeted Lists**
We can provide lists that target households by age, income, special interests, and many other demographic characteristics.

Think of Your Best Customers...

**Now think how much
your business would grow
if you had more customers
just like them...**



DATA ENTRY

Whether it's thousands of records or millions of records JHL can build and maintain your database for you to ensure that it is designed for maximum data processing and mailing efficiency.

- Rebate check programs
- Logic based entry fields
- Specialized reporting systems
- Quantity measurements/programs
- List updating and maintenance



DATA PROCESSING

Data Processing is JHL Mail Marketing's core service. We have over twenty years of mail experience and use the leading postal software to provide state-of-the-art data processing services for publishers, printers, direct marketers and other lettershops. Using our list preparation services, our clients achieve maximum postal discounts and postal system throughput. Whether your list is thousands or millions of names we have the capability to prepare it quickly and in full compliance with United States Postal Service, CanadaPost or ISAL requirements.

PostalSmart™ Technology is a proven combination of knowledge, analytics and innovation, which creates a proprietary and successful process for the exclusive benefit of our customers. This JHL process pulls apart and examines customer data, into separate key elements for analysis, and when reconfigured, results in better mailing methods, new data driven solutions and ultimately real cost savings options for our customers.

Comprehensive Data Processing Services: With the new United States Postal Service regulations, mailing list accuracy is more important than ever before. JHL Mail Marketing is your one-stop source for all of your data processing needs. We have the data processing expertise required to handle every type of job, from basic list hygiene and presorts to complex jobs that require high-level data processing expertise.



GETTING IN THE KNOW

BASIC SERVICES:

List Hygiene

- Coding Accuracy Support System – CASS
- Delivery Point Validation – DPV
- Firm/Suite Matching Technology – SuiteLINK
- Locatable Address Conversion System – LACSLINK
- Delivery Sequencing – DSF

Presort

- 1st Class, Periodical, Standard, Package Services
- Targeted Lists: We can provide lists that target households by age, income, special interests, and many other demographic characteristics.

Address Correction

- National Change of Address – NCOALINK
- Address Correction Service – ACS
- Move Update
- OneCode ACS
- Merge/Purge
- By individual, business or address

ADVANCED SERVICES

Merge/Purge

- Weighted lists
- Priority lists
- Unique field posting
- Suppression
- Combine husband & wife
- Field based (non-address)

Output

- Stickers
- N/S split
- Call based fast rips
- Obscure inkjet formats

Presort

- Intelligent Mail Barcode - Basic & Full service
- Manifest
- Firm-bundling
- Table based versions
- Ride-along/Standard A enclosures
- Optional procedures
- Commingle
- Drop ship (regular/priority)
- Production logistic modeling
- PostalOne!® Mail.dat® electronic verification

DATA SECURITY

Securing data is JHL Mail Marketing's highest priority. We use premier firewall security and system redundancy to ensure our customers' data is protected at all times.

DIGITAL IMAGING

JHL's high-speed laser printing services are designed to meet our customers' variable printing needs. We offer cut sheet and continuous black-laser laser imaging for variable data letters, statements, invoices, barcoding, pressure sensitive labels, plastic membership cards, rebate program checks and more. We also offer full color variable data imaging for color personalized direct mail pieces

DIGITAL PRINTING OUR STRENGTHS

FORMAT CAPABILITIES

- Variable page layout design and setup
- Import Capabilities – JHL can import from standard software (i.e. import Word, Adobe InDesign)
- Variable field assignments based on tables (or matrixes)
- Variable paragraph assignments based on tables (or matrixes)
- Variable graphics, logos, photos
- Large font library
- Applications: Invoices, billing, renewals, pledge reminders, return address labels, multi-page forms, letters, coupons, barcoding, etc.

FULL COLOR LASER PRINTING

- Four color variable data imaging
- Unlimited personalization
- Sheet size 13.8" x 18.5"
- Ideal for highly personalized letters, postcards, newsletters, self-mailers and mini-magazines
- UV coating for an attractive & durable finish

CONTINUOUS FORM LASER PRINTING

- Roll-to-roll and fan fold forms
- 1 up or 2 up forms printing
- Extended length forms
- Nesting and folding
- Pressure sensitive labels (PSL) printing
- Capabilities of 240 enhanced DPI resolution

CUT SHEET PRINTING

- Capabilities of 1200 DPI resolution
- Simplex and duplex printing
- Up to 12.3" x 18.4" sheets
- Nesting, folding and booklet making



JHL Mail Marketing, Inc.

With twenty-five years of experience partnering with clients, printers and publishers in carrying out a full range of direct mail services, you can trust that we have very likely worked on projects similar to yours and can apply our knowledge to your specific needs.



OUR CAPABILITIES

DATA PROCESSING - We've developed a proprietary system called DataSmart™ to achieve the lowest possible postage rates for our clients.

VARIABLE DATA MANAGEMENT - Our experienced staff can handle the most challenging variable data projects.

VARIABLE DATA PRINTING - We offer a full range of variable data printing services including inkjet, cut sheet black laser, continuous form black laser and full color digital printing.

INKJET ADDRESSING - We have a wide range of inkjet equipment that can tackle any type of inkjet project.

ENVELOPE INSERTING - Our state of the art inserting equipment can handle envelopes from invitation size to 9" x 12". We also offer intelligent inserting for matched insert mailings.

POLY BAGGING - Our high speed poly bag equipment can process projects with up to nine inserts.

*For more information
on JHL Mail Marketing
please visit our web site at
www.jhl.com*

