

When it comes to advertising, the ONLY question that matters is...

Does It Work?

Target the Most Affluent Buyers,
in the Most Upscale Homes in
Houston... for Only Pennies per Home.

www.rsvphouston.com

SEARCH | DISCOVER | SAVE

Houston Sales Office

Houston, Texas

(713) 937-4545

www.rsvphouston.com



In 100 Major Media Markets Nationwide!

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RSVP *Houston*
FOR THE SELECT FEW

TESTIMONIALS

BIGGER SALES. BETTER LEADS. HERE'S THE PROOF.



"The number of leads, estimates done and sales made from RSVP® responses are higher per dollar spent than almost any other advertising we do. We are definitely on board for future decks."

— Premier Pavers, Houston



"Since incorporating RSVP® into our marketing mix, we've had a measurable increase in qualified customer leads and RSVP® is now considered a cornerstone in our marketing efforts."

— Robert Huff Landscape Illumination, Houston



"The postcard really hit a homerun! The card looks great and the results are better than even I thought they would be. The leads are very qualified and as I make the sales calls, I am finding that I am closing over 75% and I am getting very few tire kickers."

— American Custom Pool Service, Houston



"At first I was skeptical, but the proof was in the leads and sales we received from our RSVP® mailings. The factors that appealed to me about RSVP® were it's upscale design and packaging and the targeting of affluent households. You and your graphic designers have done a fantastic job in capturing our work in print form."

— NiteLites, Houston



"I just want to let you know how very pleased we are with the RSVP® program. After our first mailing the response has been tremendous, surpassing our expectations by far, and has certainly more than paid for itself. We are looking forward to future mailings and dealing with RSVP® again."

— Dermacare, Houston



"Each time the mailing goes out we receive many calls and the leads are of the highest quality. Compared to other advertising that we do, we find RSVP® is the best value in terms of the return on our investment"

— Premier Installation & Design, Houston



"RSVP® is the most effective form of advertising we have used. We've tried it all from radio to magazines to home shows and no other medium provides the number and quality of leads that we get from RSVP®. We've been with them 3 years and will continue for many more."

— RaceDeck, Houston



"I would like to thank you and your graphics dept. for all your work in creating my first card. The response I have received from RSVP® has been great and the people who have called have been qualified buyers. That's not always the case when you advertise."

— Master Tile & Grout Cleaning, Tomball



"RSVP® has been, and continues to be, the best lead generator we have. The calls that come in from RSVP® are frequent and most importantly they are qualified. We're thrilled with the success we've had with RSVP®"

— Storage Overhead Systems, Houston

LEADS TEAMING UP

LEADS READER RESPONSE

Teaming up with Houston's top businesses

RSVP® Houston has substantial strategic event marketing with some of Houston's leading organizations. We appear at every quality home show and trade in the Houston area. We have sample mailing decks which we distribute at these shows. We also have strategic event partnerships with several business leader breakfasts and every significant Chamber of Commerce in Houston. Your postcard will appear at every major event targeting the affluent homeowner.



ADVERTISE WITH RSVP AND GET YOUR PHONE RINGING!

RSVP

Enjoy Late Summer Savings for your Home & Lifestyle!

5th Anniversary

WIN Dinner for 2!

www.rsvphouston.com

Contact your Sales Person at the Home Shows & Find Out How **You** Can Be In Our Next Deck And Be Passed Out!!!

Your Postcard Will Appear At Every Major Trade Show, Home Show and Major Marketing Event in the Metroplex!



RSVP® Continuous Leads....

RSVP® postcard leads come in a variety of ways: through the mail, in person, over the phone or via website. Sign up today and learn how advertising with RSVP® continues to generate new leads, long after the initial postcard mailing.

Leads by mail!

• In each postcard deck, consumers will find a “reader response card,” which they can fill out and mail in to qualify for RSVP®’s grand prize drawing. RSVP® will then forward these additional responses on to you. Follow up immediately or add them to your own personal database - just one more way to generate the greatest return on your RSVP® investment.

Leads online!

• RSVPHouston.com adds yet another valuable dimension to the reader response program. An immediate online listing upon signing up for RSVP® will immediately begin driving consumers to your own website and information. Post mailing, an online printable version of your postcard will keep consumers coming back for more!

INQUIRE TODAY ABOUT NEW CUSTOMER TEST PRICING!



Call for New Customer Test Pricing.

SCHEDULE

(713) 937.4545



2010/2011 Schedule

- Spring 2010: Closes January 22nd - *Postmarks the week of February 15th*
- Summer 2010: Closes April 16th - *Postmarks the week of May 10th*
- Late Summer 2010: Closes July 21 - *Postmarks the week of August 16th*
- Fall 2010: Closes October 1 - *Postmarks the week of October 25th*
- Spring 2011: Closes January 21nd - *Postmarks the week of February 14th*
- Summer 2011: Closes April 22th - *Postmarks the week of May 16th*
- Late Summer 2011: Closes July 22 16th - *Postmarks the week of August 15th*
- Fall 2011: Closes September 30 - *Postmarks the week of October 24th*

Overruns & Bonus Postcards!

Advertise with RSVP® and receive an additional 1,000 bonus postcards FREE with each mailing! These extra postcards are cost effective and have a variety of uses:

- Mail to an in-house database
- Use as inserts in a local newspaper
- Hand out at home shows & trade fairs
- Bonus cards can be left blank and printed at a later date.



What Makes the RSVP® Format So Successful?

A Great Headline

Grab readers' attention with a simple, effective headline. Studies show that an advertisement has less than one second to make an impact. Less copy on the front is always better.

Eye-Catching Image

RSVP®'s quality finish is second to none. Each card has a gorgeous, full-color, high gloss finish and the creative touch of our experienced design team. The front photo is crucial and speaks volumes for quality and expertise - one strong photo always works best.

An Enticing Offer

Give the recipient a reason to call! Making your postcard a 'gift card' with a dollar amount is the most effective and upscale form of incentive to offer the consumer. A free info kit or design consultation are also great ways to enlist a quick response. Because the quality of RSVP® postcards ensures a shelf life of months and even years.

RSVP® Promotes Action

RSVP® postcards can be responded to in four distinct ways: through the mail, in person, over the phone or via website. Our clients can easily track response rates and dollars spent by keeping count of returned postcards.

Postcard Specifications

- Trim Size: 4.25 X 6
- Bleed Size: 6.125 X 4.375
- Front is 4-color (CMYK)
- Back is 1 color - Black

Images should be submitted at 300dpi
Submitted files must be in
EPS/TIFF/JPG/PDF or Quark format

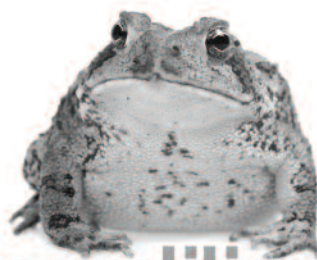


Over 80% of our clients RE-SIGN for future RSVP® issues!

Call for New Customer Test Pricing.

RATES • REGIONS • SCHEDULE • SPECS

(713) 937.4545



Stand Out from the competition



Demographics

Your RSVP® postcard will be received personally by the most upscale/affluent homes in the Houston area.

Meet the RSVP® homeowners:

- Top Earners Professionals/ Doctors/Business Owners Highly Educated
- 86% are married with children
- Dines out in fine restaurants
- \$350,000 Average Home Value
- \$150,000 Average Household Income
- 65% are Smart Phone Users

Mailing Rates

Circulation	Standard Mailing Rates			Annual Rate
	One mailing	Two mailings	Three mailings	Four mailings
1 Region 40,000	Base Rate	Base Rate - .5¢	Base Rate - 1.0¢	Base Rate - 1.5¢
2 Regions 80,000	Base Rate - .5¢	Base Rate - 1.0¢	Base Rate - 1.5¢	Base Rate - 2.0¢
3 Regions 120,000	Base Rate - 1.0¢	Base Rate - 1.5¢	Base Rate - 2.0¢	Base Rate - 2.5¢
4 Regions 160,000	Base Rate - 1.5¢	Base Rate - 2.0¢	Base Rate - 2.5¢	Base Rate - 3.0¢
5 Regions 200,000	Base Rate - 2.0¢	Base Rate - 2.5¢	Base Rate - 3.0¢	Base Rate - 3.5¢

Optional Charges

- Artwork Production \$250 To Create Card (not including photo cost)
- Solo Cards \$200 (1,000 cards) or \$400 (5,000 cards)
- Special Position 20% in Addition to Space Cost

Mailing Schedule

	Artwork Deadline	Mailing Week Of
Spring '11	January 21	February 14
Summer '11	April 22	May 16
Late Summer '11	July 22	August 15
Fall '11	September 30	October 24
Spring '12	January 20	February 13
Summer '12	April 20	May 14
Late Summer '12	July 20	August 13
Fall '12	September 28	October 22

Mailing Regions

North.....	40,000 Homes
Northwest.....	40,000 Homes
Southwest.....	40,000 Homes
Southeast.....	40,000 Homes
Central.....	40,000 Homes

Mechanical Information

Trim Size	4 1/4" x 6"
Art Size	4 3/8" x 6 1/8"
Card Face	Four-Color
Card Back	Black & White
Resolution	300 dpi / Max. 200-Line Screen
Applications	Quark / Photoshop / Illustrator .qud /.eps / .jpg / .tiff / .psd / Hi Res.pdf

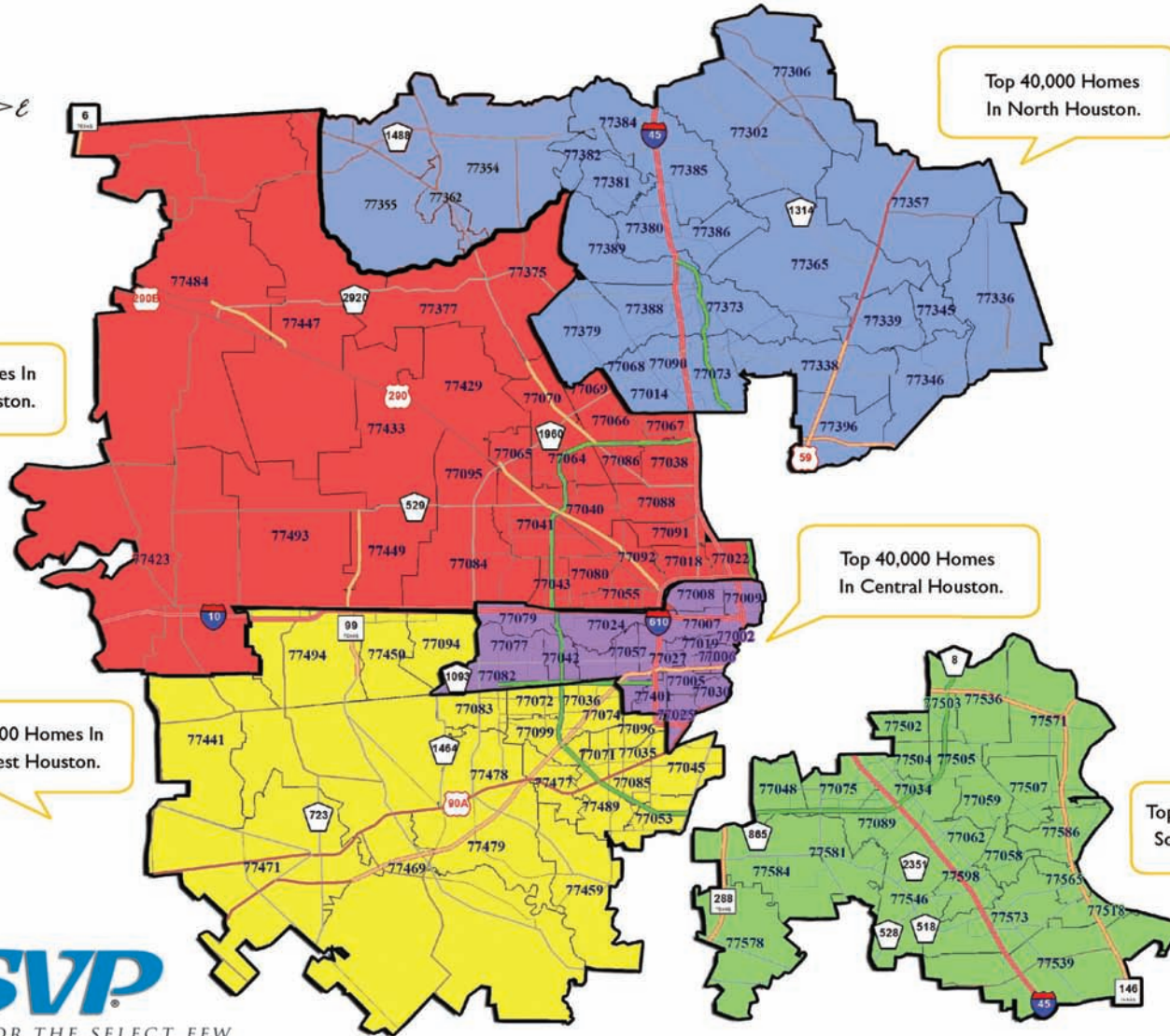
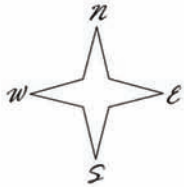
Terms: 1/3 down. 1/3 due at artwork approval. Balance due at mailing. Credit cards & checks accepted.



Call for New Customer Test Pricing.

GEOGRAPHIC AREAS

(713) 937.4545



Top 40,000 Homes In Northwest Houston.

Top 40,000 Homes In North Houston.

Top 40,000 Homes In Central Houston.

Top 40,000 Homes In Southwest Houston.

Top 40,000 Homes In Southeast Houston.

- North Region**
Top 40,000 Households by Total Home Value
 The Woodlands, Spring, Conroe, North Houston, Humble, Kingwood, Westfield, Harmaston, Lakewood Heights, Magnolia
- Northwest Region**
Top 40,000 Households by Total Home Value
 Cypress, Houston, Tomball, Jersey Village, Rise Hill, Pine Hurst, North Katy
- Southwest Region**
Top 40,000 Households by Total Home Value
 Katy, Sugar Land, Stafford, Missouri City, Richmond, Fulshear
- Central Region**
Top 40,000 Households by Total Home Value
 River Oaks, Galleria, Tanglewood, Memorial Heights, Montrose, West University, Museum District, Medical Center, Bellaire
- Southeast Region**
Top 40,000 Households by Total Home Value
 Pearland, Friendswood, League City, Clear Lake, Dickinson, Seabrook, Kemah, Red Bluff, Webster

