


**ForbesAMG**  
Advertising & Marketing Group

280 N. Midland Ave. Bldg R-1  
Saddle Brook, NJ 07663-5717

Personalized Digital Color Printing can lift  
response rates over 400%—learn more inside!

**Jim:**  
visit [JimGawley.ForbesVDP.com](http://JimGawley.ForbesVDP.com) for a chance to  
win an iPod nano® and to learn more about  
VDPI!



Mailing Address  
Printed During  
Production

Mr. Jim Gawley  
ForbesAMG  
280 N Midland Ave Bldg R1  
Saddle Brook NJ 07663-5717

PURL, Name, Company  
Name and PURL Varied  
For Each Recipient

*Jim, look inside  
to see how personal  
you can get with  
ForbesAMG's Clients!*

First Class Mail  
US Postage  
PAID  
Hackensack, NJ  
Permit #300



# Male Version

Photo Varied  
Male vs. Female

Box Background Varied  
Male vs. Female

Key Chain Personalized  
With Initials and State

Hockey Logo  
Varied Based  
On State

## Production Notes Worth Noting

The personalized letter and custom images are just a few examples of the range of techniques possible when you use digital color technology to create response generating direct mail. Even though we did not have much information about you, we still were able to create a high impact piece just using your name, company name and city. Visit your personal web page [JimGawley.ForbesVDP.com](http://JimGawley.ForbesVDP.com) to see the different versions of this piece that other people received and find out just how many items in this mailing were "variable." If you would like to get started planning your VDP mailing, contact Tom Forbes at 201-794-1232 or [tom@forbesamg.com](mailto:tom@forbesamg.com).

Jim, This Is Variable Data Printing

Dear Jim:

I would like to introduce you to the revolution in the printing and direct mail industry. We are revolutionizing the printing and direct mail industry by allowing **ForbesAMG** to send a different full color personalized mail piece to each person on its mailing list. You can vary images based on demographics in your database, insert different agent or sales rep. info based on a range of zip codes or even add a personalized URL to each mail piece. These personalization techniques have been known to push response rates over 5%—that's a 400% increase over typical direct mail response rates!

The staff at ForbesAMG are experts in designing and managing any size VDP campaign for agencies like **ForbesAMG**. Here's how to get started. Visit your personal web page [JimGawley.ForbesVDP.com](http://JimGawley.ForbesVDP.com) to download our FREE white paper A Marketer's Guide to Personalization and Variable Data Printing. At the site you can also enter a drawing for a FREE iPod nano® (1GB). We will help you use BEFORE you begin the design of your next print campaign. We will help you use the right amount of personalization to achieve your goals and will manage any web response mechanism you desire.

This mailing piece you hold in your hand is just a sample of the power of VDP. Call us today to create the program that is right for you.

Sincerely,

Tom Forbes

P.S. – All of the information that is printed in red was added to this postcard based on the information we have about your company in our database. Think how personalized YOUR mailings could be!!!!

**ForbesAMG**  
Advertising & Marketing Group

Jim:

EYE - According to our most recent numbers could reach an audience that is high!!!

ForbesAMG

**Jim:**  
**Here is Your  
Chance to Win!**

This is your chance to win a pencil-thin iPod nano® 1GB, which holds up to 240 songs and packs the entire iPod® experience into an impossibly small design. So small, it will take your music places you never dreamed of. To enter, visit your personal web page [JimGawley.ForbesVDP.com](http://JimGawley.ForbesVDP.com). While you are there download our FREE white paper A Marketer's Guide to Personalization and Variable Data Printing.

Rules: No purchase is necessary to win. The winner will be drawn on DEC. 15, 2006 and notified by phone. No cash substitutions for prizes allowed. The odds of winning depend upon the number of entries received. iPod® and iPod nano® are registered trademarks of Apple Computer, Inc. All rights reserved. Apple is not a sponsor or participant in this promotion.

JG  
NJ

# Female Version

client  
ce!!!

Joyce:  
EYE - According to our  
most recent numbers  
could reach an all-  
high!!!

Photo Varied  
Male vs. Female

**Joyce:**  
**Here is Your  
Chance to Win!**

This is your chance to win a pencil-thin iPod nano® 1GB, which holds up to 240 songs and packs the entire iPod® experience into an impossibly small design. So small, it will take your music places you never dreamed of. To enter, visit your personal web page [JoyceAschwanden.ForbesVDP.com](http://JoyceAschwanden.ForbesVDP.com). While you are there download our FREE white paper A Marketer's Guide to Personalization and Variable Data Printing.

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Box Background Varied  
Male vs. Female

Joyce, This Is Variable Data Pr

Dear Joyce:

I would like to introduce you to an...  
revolutionize the printing and direct mail indu...  
allows **Kemram Direct** to send a different full color personal...  
each person on its mailing list. You can vary images based on demog...  
your database, insert different agent or sales rep. info based on a range of zip  
codes or even add a personalized URL to each mail piece. These  
personalization techniques have been known to push response rates over  
5%—that's a 400% increase over typical direct mail response rates!

The staff at ForbesAMG are experts in designing and managing any size VDP  
campaign for **small and mid-sized businesses** like **Kemram Direct**. Here's how to  
get started. Visit your personal web page [JoyceAschwanden.ForbesVDP.com](http://JoyceAschwanden.ForbesVDP.com) to  
download our FREE white paper A Marketer's Guide to Personalization and  
Variable Data Printing. At the site you can also enter a drawing for a FREE iPod  
nano® (1GB). Then contact us **BEFORE** you begin the design of your next print  
campaign. We will help you use the right amount of personalization to achieve  
your goals and will manage any web response mechanism you desire.

This mailing piece you hold in your hand is just one example of the power of  
VDP. Call us today to create the program that is right for **Kemram Direct!**

Sincerely,

Tom Forbes

P.S. - All of the information that is printed in **red** was added to this postcard  
based on the information we have about your company in our database. Think  
how personalized YOUR mailings could be!!!!

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Suite 800, NJ 07033  
Phone: 201-794-1232 Fax: 201-794-1233 Email: [tom@forbesamg.com](mailto:tom@forbesamg.com) Web: [www.forbesamg.com](http://www.forbesamg.com)

Shell Rather Than  
Hockey Puck

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