

SELF PROMOTION - FISHBOWL



THE ENVELOPE

| | |
|---------------------------|---|
| Size: | C5 (162x229mm) |
| Shape: | Wallet |
| Style: | Unique Window Face |
| Closure: | Moistseal |
| Colour: | White |
| Stock: | Impress Silk 115gsm, Australian Paper |
| Window 1: | 100mm Round on front |
| Window 1 Position: | 32mm from bottom x 38mm from left |
| Window 2: | Standard 48mm address window on reverse |
| Window 2 Position: | 20mm from bottom x 34mm from left |

THE DESIGN

| | |
|-------------------------------|---|
| Concept: | Free Your Imagination |
| Communication Purpose: | Initial campaign component to launch the Advelopes™ brand |
| Agency: | Zebra Direction |

THE PRINT

5 colours with spot varnish.
Printed, cut, folded and glued in-line.

LODGEMENT AND MAILING

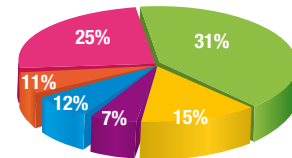
| | |
|----------------------|---------------|
| Quantity: | 9521 |
| Insertion: | Hand inserted |
| Restrictions: | N/A |

RESPONSE RATE

Achieved a 10.3% response rate.

THE COSTS

| | |
|--------------|-----------------------|
| Envelope | Database & Management |
| Insert | Prize & Legals |
| Design Costs | Lodgment & Mailing |



THE ADVELOPES™ ADVANTAGE

Advelopes™ offers high quality six-colour printing with faithful colour reproduction, fast turnaround, and the option of online quotations.

Variety of choice in:

- envelope styles, shapes and sizes
 - window positions & shapes
 - corporate branding
 - elaborate images and designs
- Advelopes™ is brought to you by the trusted label Tudor® envelope brand

