

## Select Version Customizable 4-Page Magazine/Newsletter

Our customizable magazine is a dynamic marketing tool produced four times a year with full-color photographs and up-to-the-minute trends articles that will interest your prospective and current clients. Especially effective for remodeling contractors, kitchen & bath designers and custom home builders, our magazine is used to increase the number of referrals, encourage repeat business and to help gain a niche in higher-end markets.

In each four-page issue we write three timely articles, designed to attract a home owner's and prospective home buyer's attention. These articles and photographs are printed in full color on a "shell" of the magazine. On this shell are areas where your company materials are to be inserted, creating your own company magazine. We gather your information, lay it out and after your approval, have the shell imprinted with your materials.

Even when your job demands are great, our requirements for production are minimal, saving you time and energy. Three printing options of the magazine allow you to decide what will be most beneficial to your company and clients. You may also decide how often your magazine will be produced with a maximum of four times a year.

### Options

a. *Full Color:* Your imprint (photographs and/or text) on pages 1 and 4 is printed in full color.

b. *Limited Space:* Your imprint (photographs and/or text) is printed in black only on page 1. With this option, we provide additional full color materials filling up page 4. (For an additional cost, your imprint materials—including your logo—can be printed in black and an additional spot color.)

### Zip Codes & Article Resources

An active subscription to RT Marketing's customizable magazine—Select version—entitles you to:

- Use of RT Marketing's services for producing your own company magazine;
- Use of our Article Resources; and
- Exclusive rights to use the magazine within zip codes that you reserve, provided you participate in a minimum of two out of the last four issues.

With your active subscription to the Select version you receive a "free zone" of up to 10 zip codes. You may reserve additional zip codes for an additional fee, paid with each issue. The rate for this fee is determined by the number of zip codes above 10 that you reserve and the number of copies of the magazine you have ordered during the past 12 months. (For new subscribers the fee will be calculated based on anticipated usage during the first year.) Call or email for a determination of the fee based on your particulars.

### Schedule

The magazine is produced quarterly according to the following schedule. Although we recommend it, we do not require participation in every issue, nor do we require that you sign up for a specified period of time. However, to keep your reserved territory, we require that you participate at least 2 times per year.

	Materials & Deposit Deadline	Final Deadline	Available for mailing first week of...
Winter Issue:	Nov 20	Dec 20	January
Spring Issue:	Feb 20	March 20	April
Summer Issue:	May 20	June 20	July
Autumn Issue:	Aug 20	Sept 20	October

### Prices (per quarterly issue)

Quantity	Limited Space* <i>Custom areas (page 1 only) in black</i>	Full-Color imprint** <i>Custom areas (pages 1 &amp; 4) in full color</i>
250	\$641.69	--
500	\$667.44	--
1,000	\$746.60	\$1383.24
2,000	\$898.16	\$1548.20
3,000	\$1049.72	\$1740.19
4,000	\$1195.68	\$1926.55
5,000	\$1348.36	\$2110.68

#### Customizable 4-page Magazine

\* Starting with 500, quantities available in increments of 100.

\*\* Quantities available in increments of 500. Plus \$15 per color photo

Call for prices of amounts not shown here.

### Shipping & Mailing

The magazine price does not include shipping or mailing costs. These additional expenses will be estimated in your invoice. With the following quarterly issue, you receive a debit or credit based on actual freight or postage costs.

We arrange shipping and mailing services for our customers' convenience. They are provided by independent companies over which we have no control and cannot guarantee their services. Shipping is either by UPS or Federal Express. Mailing services are by Catawba Print & Mail and the US Postal Service.

To protect your shipment, when delivered by UPS or FedEx, we purchase insurance for each package up to a value of \$625. Catawba Print & Mail normally takes three days to process mailings from the time it receives the mailing lists to delivery to the postal service.

Catawba Print & Mail does not guarantee that there will be no wastage in the mailing process and recommends that the number of pieces submitted for mailing exceed the number of addresses on the list by 8%. UPS and FedEx do guarantee delivery times but the United States Postal Service does not guarantee delivery of First Class, Priority, or Standard Mail. In our experience, First Class and Priority mail will normally be delivered within a week's time. You should plan on Standard Mail normally taking from two to three weeks. We have experienced times when it has taken up to six weeks. Once mail is delivered to the post office we (and they) have no way of tracking it and/or confirming whether or not it has been delivered. We recommend that you put your own address on your mailing list, so that you will have an idea as to when the mail is being delivered.

## Steps to Get Started

1. Fax, email, or mail us a list of zip codes to which you wish to send your company magazine.
2. Fill out, detach this form, and mail or fax the form back to us. Or you may submit this form online at [http://www.rtmarketinginc.com/subscription\\_select.html](http://www.rtmarketinginc.com/subscription_select.html).
3. When we notify you that we are able to reserve your requested zip codes, please submit the following:
  - a. **Logo and signature:** Send a clear, legible copy of your logo and signature for scanning (for eventual use in your magazine). For full color imprints, send a high quality color copy of your logo.
  - b. **One-time setup fee:** This one-time \$200 fee covers the cost of incorporating your standard items into the magazine and of setting up your account. Upon receipt of your setup fee, your approved zip codes will be reserved for you.

## Using the Magazine

Please complete all of the "Steps to Get Started," if possible, two weeks before the "Initial Deadline." As soon as we have the set-up fee and Subscription Form we will reserve your Zip Codes and send you the Article Resource Book. This will give us time to calculate your costs and invoice you in time so that you could receive the 5% discount, if you choose.

**Call 828-328-8956  
to get started today.**



Send Subscription Form to P.O.Box 2225 Hickory, NC 28603 (or email a PDF copy of it to [info@rtmarketinginc.com](mailto:info@rtmarketinginc.com)).

## SUBSCRIPTION FORM

### 1. Contact Information:

Company Name \_\_\_\_\_  
 Contact Person's Name \_\_\_\_\_  
 Company Address \_\_\_\_\_  
 \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Facsimile \_\_\_\_\_  
 Email \_\_\_\_\_

### 2. Company Owner/President:

\_\_\_\_\_

### 3. Choose an Option (all are 4-page & full color):

- Limited Space - page 1 customized in black ink  
 Full Color Imprint - pages 1 & 4 customized in full color

### 4. Masthead Information:

Title of Magazine (maximum 27 characters) \_\_\_\_\_  
 Slogan or Description (maximum 30 characters: e.g. Design/Build) \_\_\_\_\_  
 Other Information (Telephone, Fax, Email, Website, Tag line, etc) \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

### 5. Return Address on Magazine:

- Same as Above Address  
 Other Address \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## Initial & Final Deadlines

### By the "Materials & Deposit Deadline," we expect:

- Completed articles (or material from which articles can be written) and any photos or artwork which you would like to have included; and
- The initial payment: \$400

If all of your materials (e.g. articles, photos, artwork, mailing list) and both payments have been postmarked on or before the initial deadline, we will **discount 5% (up to \$50)** from the base magazine price on the following issue. The base magazine price does not include postage, mailing, or shipping charges.

### Before your materials go to press:

- We will provide a proof copy of your materials as they have been laid out in preparation to go to the printer. At that time you will be given a date by which you must return any corrections.
- We cannot go to press if we have not received your initial payment.

### By the "Final Deadline," we expect:

- The final payment (your total costs for the issue less your initial payment).
- If your copies are to be mailed from Hickory by Catawba Mailing Service (CMS), this payment will include the cost of processing the mailing plus payment for postage. The cost for mailing is postage plus mailing processing at \$40 setup and \$50/1000 copies mailed (\$125 minimum for processing). We also need to have your mailing list sent by e-mail in tab or comma-delimited text format with a description of the record layout. CMS will ink jet the addresses and bar codes on to the magazine.

### 6. Indicia (Postage Area):

- None - I wish to apply my own postage.  
 Catawba Mailing Service Indicia  
 Own Bulk Rate  
 Permit Number \_\_\_\_\_  
 Permit City \_\_\_\_\_  
 Permit State \_\_\_\_\_

### 7. Send Copies To...

- Catawba Mailing Service (CMS)  
 Your Company (cannot send to P.O. Box)  
 \_\_\_\_\_  
 Your Mailing Service (cannot send to P.O. Box)  
 \_\_\_\_\_  
 \_\_\_\_\_

### 8. Zip Codes: (This information is necessary for us to process your subscription. No zip codes will be reserved until the requested zip codes have been approved and the set-up fee is received.)

### 9. Choose Your Login Information:

Provide a User Name and Password for your primary company contact. Each should be easy to remember and 6-10 characters long. Do not use spaces or special characters.

UserName \_\_\_\_\_ Password \_\_\_\_\_

### 10. Copyright Permissions Statement:

For publication in my issues of the magazine, I (the subscriber) will submit only photos and articles for which I have gained all necessary permissions. I understand that RT Marketing shall not be liable in regard to any disputes arising from the use of materials which I submit.

Name of responsible officer \_\_\_\_\_

Signature of responsible officer \_\_\_\_\_