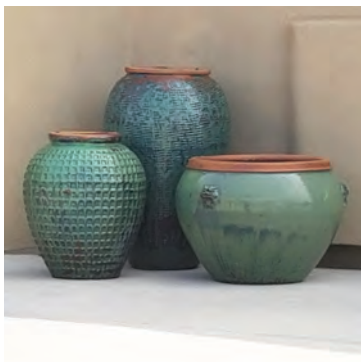




NEW MEXICO

ALBUQUERQUE • RIO RANCHO

MEDIA
KIT



TARGETING THE
MOST AFFLUENT
HOMEOWNERS



THE BEST LEADS
THE BEST CUSTOMERS
THE BEST ROI



NEW MEXICO



DIRECT MARKETING & LEAD GENERATION

RSVP Luxury Card Pack with Digital Integration

If you're seeking to reach highly affluent households in our area, you'll find our proven strategy one of your most effective – *and economical* – media choices. With our proprietary, time-tested process, you reach the highest-value, owner-occupied homes in our market.

The cost? Just pennies per household!

THE RSVP DIFFERENCE!

1. Starting with a direct mail piece, personalized by the homeowner's name and mailed at prime times throughout the year, the packs contain promotional luxury cards from local, regional and national marketers.
2. Next, we expand the circulation digitally with an integrated digital display campaign to add reach and frequency, leading to MORE sales!

RSVP reaches:

- ◆ People earning 60% of the household income and holding 70% of consumer wealth
- ◆ Homeowners with the interest – *and income* – to maintain, decorate and/or remodel
- ◆ Consumers primarily ages 35-70 who enjoy fine dining, travel, personal care and entertainment
- ◆ Prospects who are more inclined to buy, and on average spend 3.2x more than the average household



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ALBUQUERQUE • RIO RANCHO ZONE MAP



ABQ Country Club
Bernalillo
Cabezon
Corrales
Downtown ABQ
East ABQ Downtown (eDo)
Los Pablanos
Los Ranchos de ABQ

EAST ZONE
40,000 Homes

4 Hills
ABQ Academy
ABQ Uptown
High Desert
Mesa Del Sol
Nobb Hill

North ABQ Acres
Placitas
Sandia Heights
Tanoan
UNM



NEW MEXICO

RSVP LUXURY CARD PACK WITH DIGITAL INTEGRATION

LUXURY DECK PROGRAM INCLUDES:

- Custom Designed Postcards
- Bonus Postcards (\$150 value)
- Website Listing (Hot Link)
- RSVP Call Tracking Line & Reporting (\$180 value)
- Limited Exclusivity (Priceless)
- Proprietary Mailing List
- Complimentary Artwork & Design
- 3602 Proof of Mailing from USPS

MAILING LIST targets:

- Household income in excess of \$100K/year
- Credit scores 700+
- Owner-occupied homes
- **NEW!!!!** - Includes all home purchases over the past 12 months

DELIVERY DATES

March	June	September	December
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Select from 2 Zones: East and West

	Number of Homes	Open Rate (1 Mailing)	Annual Rate (4 Mailings)	Cents per Home	Monthly Cost x 12
2 Zones	80,000	\$4,400	\$2,950	0.037	\$983
1 Zone	40,000	\$2,500	\$1,950	0.049	\$650

DIGITAL INTEGRATION PROGRAM:

We will market your Luxury Deck offer digitally by integrating it with ads on the massive Google Display Network, a collection of over 2 million websites, videos & Apps.

- News sites such as ABC, NBC, CBS, FOX, CNN, MSNBC & Weather Channel.
- Business sites such as Forbes, Business Insider & Entrepreneur
- Sports sites such as ESPN, CBS Sports & Sports Illustrated.
- Entertainment site such as PEOPLE & FOOD NETWORK

Digital campaign will coordinate with the delivery of the Luxury Decks.

Choose from 2 options

	Digital Reach Package	Digital Expansion Package
Campaign	2 Weeks	4 Weeks
Impressions	50,000	100,000
Frequency	4x	4x
Cost	\$475	\$800

Dave & Terry Riddle, Owners
RSVP Publications New Mexico
Rocky Mountain Media Services

