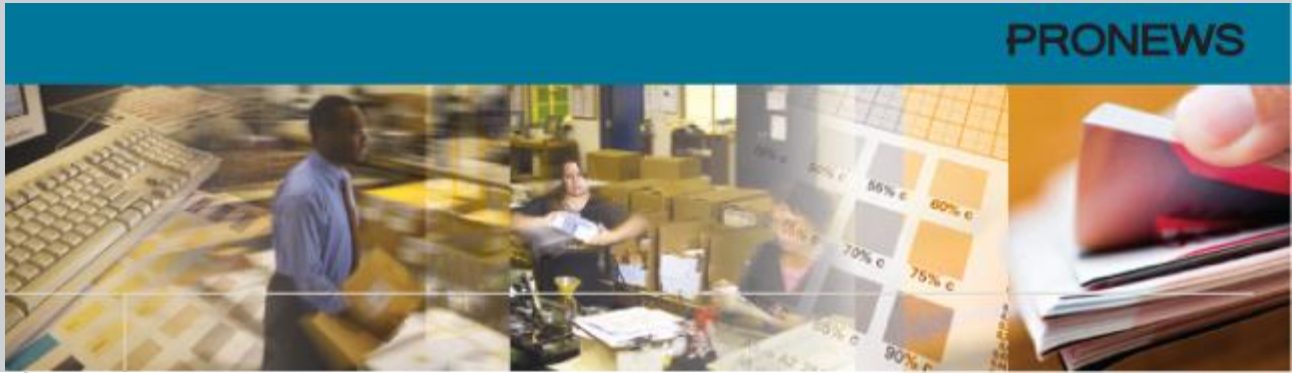


If you are having problems viewing this email [Click Here](#)



July 2018

**ProList, Inc. is an Industry Innovator** in data management and direct mail services solutions.



## ProList Adds Informed Delivery® Services

The Postal Service has been expanding its Informed Delivery (ID) product to a larger consumer audience. With more than 11 million current subscribers, we are now typically seeing 7% - 8% of prospects on a mailing get advanced notice of their mailing through ID. This is an additional touch of each prospective donor or customer for a very small fee.

ProList is currently offering two services that match the offering from USPS:

### Representative Image

The simplest option, the representative image allows you to replace the grayscale image of your mail piece with a full color image. The image does not need to be an image of the mail piece, and in most cases it is not. This is a good place to reinforce your brand or offer, and build anticipation for the mail piece. The representative image is not “clickable” as it has no URL embedded in it.

It is super easy to participate in this program. You simply need to provide an image. No URL's, no coding – just a picture. You provide the image, and ProList will take care of the rest.

Our initial pricing for this service is only \$50 to set it up. **There are no per-thousand fees.**

**Quality Service Guaranteed!**



Contact Us Today!

Dave Lewis  
[dlewis@prolist.com](mailto:dlewis@prolist.com)  
301 924-4545  
[www.ProList.com](http://www.ProList.com)



## Ride-Along Ads

A ride-along image is an additional image that can appear in a consumer's ID notice. This image appears below the representative image (or the grayscale image, if no representative image is desired) and is a clickable image that links the prospect to a web page. Typically, this will take them to a shopping or donation page. This is a smaller image and should have a very specific call to action: "Click here to donate," for example.

ProList makes it simple to participate in this program. Again, we will need a simple image and a web destination. ProList will get the ad set up in the USPS system, and set up a link so we'll be able to measure response.

This process requires a bit more setup, so the charge is \$150 to set up. Again, there is no cost per thousand, whether you are mailing a thousand or a million.

## Powered by SnailWorks™

SnailWorks, our digital marketing provider, will administer this program. They have great experience with this program and will be adding more features as the program itself develops, including the possibility of assigning a unique URL to each piece of mail.

Learn more about this exciting new program. Read our SnailWorks white paper on Informed Delivery, download by [clicking here](#). If you'd like to read the details directly from USPS, you can access those by

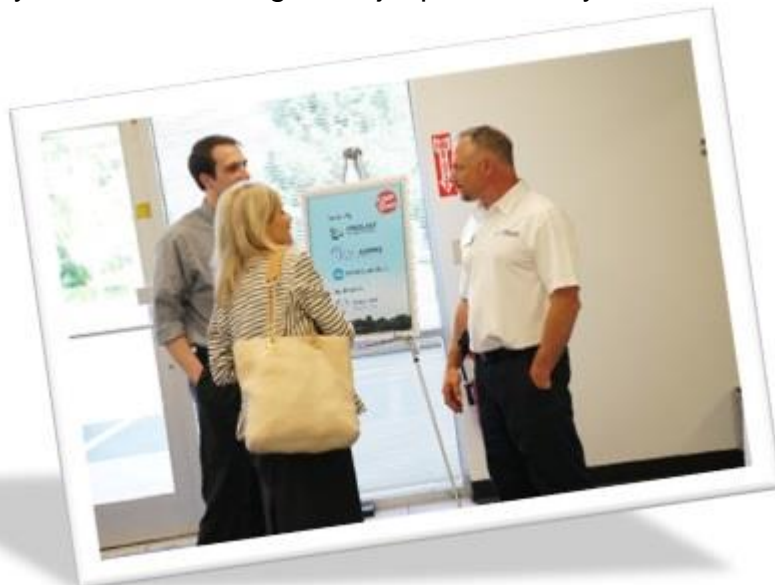
[clicking here.](#)

## ProList Open House a Big Hit! Nothing goes together like postage and beer...

ProList held an open house in June that drew many customers and industry partners. The open house was precipitated by ProList's acquisition of a new Konica-Minolta KM-1 digital press.



Attendees were treated to facility tours; mini-seminars on new postal programs, postage rate forecasts, and digital printing; beer, wine and some amazing local food. We also had local Frederick artist, Ellen Byrne, who created a special painting for the event, copies of the painting were printed on the KM-1 – it was an amazing display of the print quality available on a digital inkjet printer today.



Finally, door prizes were awarded – a pair of Apple Watches to two lucky winners.



If you weren't able to attend, give us a call, and you can have your own open house – we're always happy to provide detailed tours on how our systems work, and to share our postal knowledge. Of course, we can't always have beer and wine in the facility, and no promises of any door prizes.

To learn more about ProList on our website visit: <http://www.prolist.com>  
To stop receiving this email newsletter contact ProList to [List Unsubscribe](#)

ProList © 2018 All Rights Reserved  
ProList Inc.  
4510 Buckeystown Pike, Suite M  
Frederick, MD 21704

Share this Email:

[f](#) Facebook [t](#) Twitter [in](#) LinkedIn



4510 Buckeystown Pike Suite M | Frederick, MD 21704-7537  
1-888-PROLIST | Fax 301-924-2373 | [www.ProList.com](http://www.ProList.com)