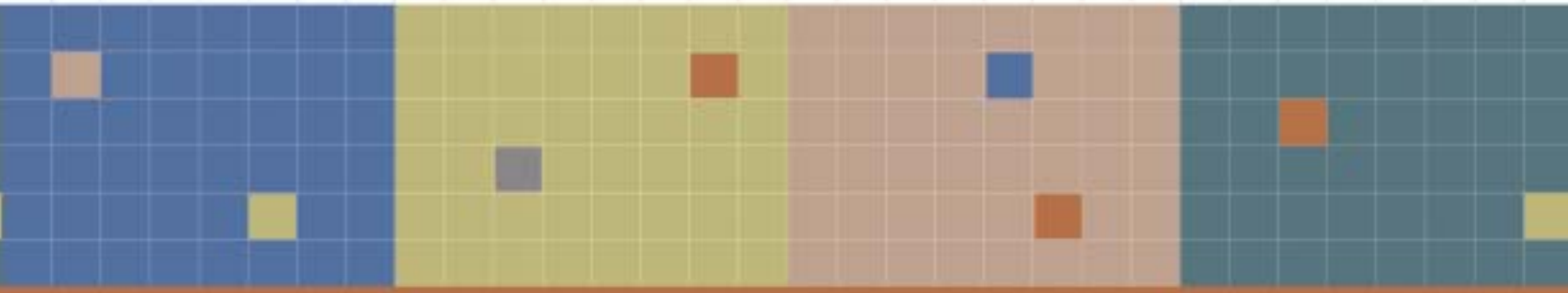


... specializing in all aspects of direct mail and fulfillment processing



Yeck Brothers Company

... Since 1938 we've been getting projects out Right and On Time



Database Development & Management

Mail Production

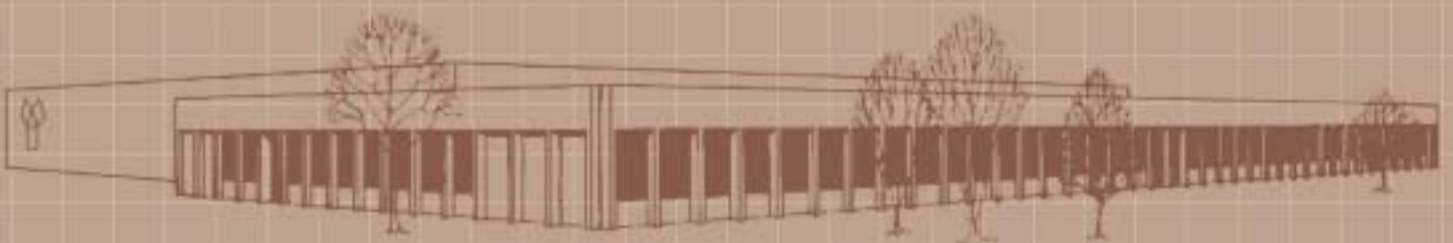
Fulfillment

Hand Bindery & Assembly

Creative

Telemarketing

Brokered Services



Yeck Brothers Company

*. . . small enough to be flexible to changing schedules,
large enough to get your job out on time*

Yeck Brothers Company specializes in all aspects of direct mail and related marketing support. We offer a wide range of services to a diverse group of companies, both large and small. You can benefit from our complete turnkey solution or we unbundle our services to give you exactly what you need.

Yeck Brothers has long enjoyed a reputation for excellence. We've built that reputation with our mature, caring employees (average 11-year tenure) and extensive quality control procedures. In fact, our performance of 99.7% exceeds the industry standard of 97.6% for lettershop and fulfillment on-time and error-free processing.

Since our founding in 1938, Yeck Brothers has embraced a philosophy of performing as a proactive, customer-focused organization. Our clients have come to rely on us to deliver more than traditional direct mail services.

In an industry that is viewed by some as a commodity, we go the extra step to look for ways to help our clients achieve the best results through:

- Program consultation
- Creating or reviewing art to ensure it meets USPS requirements for the best postal discounts
- Avoiding potential production problems
- And even catching errors on client provided materials

Every element of your project is handled in a worry-free atmosphere allowing you to focus on more critical aspects of your job.

Take a look at what we offer and then give us a call to see how we can work to help you improve your direct marketing programs or develop a successful program for you.

“Every customer wants the assurance that their data is correct and timely. Yeck Brothers has proven over the years a consistent ability to provide our company this assurance, plus the support to assist in the evaluation of information and achieve our revenue goals. They continue to be an exceptional partner.”

Edward J. Dechow
Manager, Advanced Marketing
and Sales Promotion
Delphi – Kokomo, Indiana

Database Development and Management

. . . key to a successful promotion

Database development and management is one of the most undervalued, yet most important aspects of your marketing program. Many great mailings are wasted by targeting the wrong person. The development of an accurate and robust database along with insightful manipulation is paramount for increased success.

But a database is only as good as the information its structure provides and the ongoing maintenance required to keep it up-to-date.

We can help you design, build and manage your customer, prospect or informational database. One that is accessible, accurate and easy to query.

Here are some of the services we offer:

- Database design and development
- Data analysis/recommendations
- Customized programming
- Data entry and list hygiene
- NCOA
- Address standardization
- CASS certification
- Zip + 4 barcoding
- Merge-purge
- Obtain and append outside data

We also spot trends and provide ad hoc reporting helping you turn information into a powerful marketing tool.

Knowledgeable consultants ensure all data is appropriate and cost-effective.



Mail Production

. . . quality checks at every level

We provide full-service production and lettershop services built on a reputation for reliable performance. In fact, our accuracy rate of 99.7% Right and On Time beats the 97.6% industry standard.

Our single focus is to add value to your project.

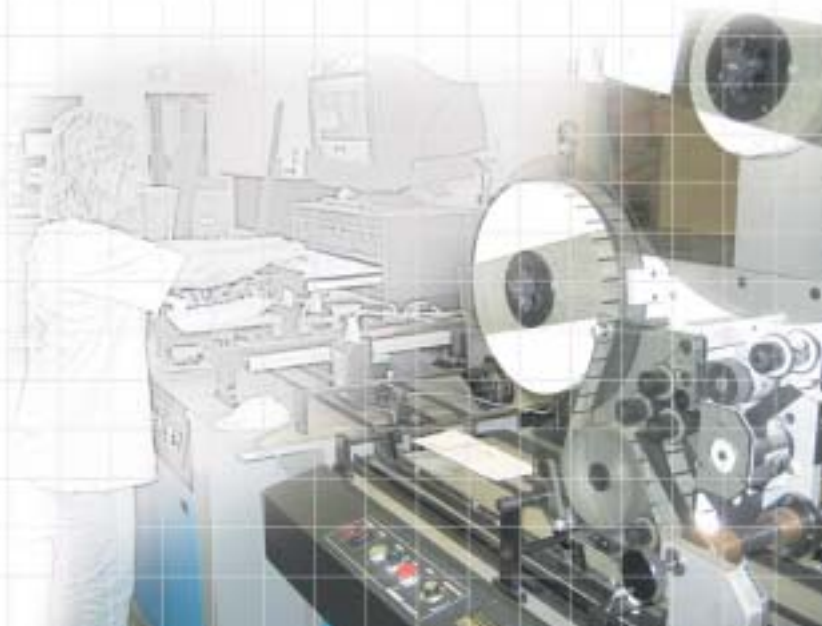
- Inkjet addressing/messaging (in any combination of 2 of 10 colors)
- Machine insertion up to 9 1/2 x 12 5/8
- Machine folding
- Machine affix live stamps/Post-it notes®
- Laser printing
- Mail-stream sorting
- Local pick up and delivery
- Tab and wafer seal
- Plastic card printing

When you involve us in the planning of your mail package, we can help ensure that it meets the requirements of the post office – even make suggestions that could save you money and increase response.

“Yeck Brothers always comes through for us – even when we are up against tight deadlines. In addition to their superb creative services, they add value to the entire mail process. They scrutinize all elements with on-point messaging, list management, data work, maximum postal discounts – the entire mailing process. The account team provides excellent service!”

Tami Hubbard
Marketing Manager
Solutions Marketing, USLM
LexisNexis – Miamisburg, Ohio

Yeck Brothers has a USPS Certified Mail Design Specialist on staff. She has proven over and over to be a valuable resource for our clients.



“We have been extremely happy with the service we have received! Yeck has worked with us to ensure our process is seamless by being extremely flexible with schedules, accommodating all special orders, and making sure that everything is received in a timely manner.”

Lauren Fogarty
Acquisitions Manager for Wal-Mart
GE – Fayetteville, Arkansas

Fulfillment

. . . right order, right place, right time

When a customer places an order they want it filled promptly and accurately. Whether it's a request for literature, a product sample or rebate check, there's no need to make your customers wait weeks.

When retail stores or dealers need promotional materials to tie in with their promotion they want it there when they need it.

You'll find that we have the people, the space and the capabilities to fulfill just about any request in a timely and cost-effective manner.

We are FDA registered for Drug, Medical and Food fulfillment operations.

- Inquiry and response handling, including mail, fax, e-mail and toll-free inbound calls
- Lead processing and qualifying
- Literature, sample and gift fulfillment
- Rebate checks
- Order processing
- Credit card verification
- Customized reports/analysis
- Computerized inventory control
- E-commerce
- Foreign shipping

Whether you simply need literature fulfillment or complete management of your virtual shopping cart, we have a solution to fit your needs.

Over 50,000 square feet of clean, secure, temperature-controlled warehouse storage space.



Hand Bindery and Assembly

. . . focused on quality from start to finish

*“Great follow through from
beginning to end.”*

Christie Peetz-Whitlock
Procter & Gamble – Cincinnati, Ohio

Customers depend on us to assemble all or part of a job – for mail and non-promotional material. We assemble just about anything and ship to conventions, sales meetings, dealer, distributor and district offices, retail stores and other centers of distribution.

- Collating
- Hand match
- Hand insert
- Hand sign
- Pad/shrinkwrap
- Customized kit building
- Product samples
- Sales binders
- Information packets
- Oversized mailings and packages

Yeck Brothers Company enforces stringent standard quality control procedures on every project and develops special procedures for unusual jobs. We monitor and measure processes in an effort to constantly improve.

*We help select the right packaging
to cut container and assembly
costs, even postage.*



“I’ve worked with Yeck Brothers for years, and I know they have worked with Pitney Bowes for many years before me. I’ve found them to be a reliable, dependable source for our direct marketing needs. Creative, production, and execution.”

Kathleen Joyce
Program Development Manager
Pitney Bowes – Stamford, Connecticut

Creation of Targeted Consumer and Business-to-Business Mail . . . creative solutions focused on results


Through the years, we have helped many regional and national companies . . .

- reduce the cost of acquiring new customers
- increase customer value
- build loyal customer relationships
- supply more, higher-quality leads
- open doors of hard-to-see prospects
- and a variety of other important tasks

Our programs have won many top international Direct Marketing Association Echo Awards, which are judged predominately on results.

Superior results have been achieved by understanding the true needs of prospects, establishing a unique selling proposition, effective targeting, developing the right offer, careful testing, analysis of results and improvement on the next promotional effort.

Our experienced planners/writers have developed a unique writing style, benefit-oriented and often award winning.



Our creative is focused on effectiveness and results. Through our Prospect Viewpoint Analysis, we achieve a solid understanding of our clients’ products or services and their audience needs.

Telemarketing

. . . enhancing customer support

Telemarketing provides a support function to the other services we perform.

We answer inbound toll-free lines to take orders, provide or collect information, answer questions, accept applications, process credit card sales, fulfill requests, qualify and grade incoming leads for distribution to different sales channels.

We also make outgoing calls to fulfill requests for information, qualify leads, survey customers and prospects, solicit information to enhance databases, and conduct research.

"Relying on them for lead management is like having a direct extension of our company. Their lead distribution and tracking has provided a valuable return on investment for us."

Barbara Suggs
Exhibit Manager
Lanier - Atlanta, Georgia

*Our people are always professional,
friendly, and courteous.*



“We have certainly benefited from your expertise in direct mail. Your knowledge regarding the most efficient ways to handle both large and small quantities has allowed us to save substantially in our processing and postage expenses. We are relieved to have this task removed from our desks, confident our brochures are being handled with care and processed in the most cost-effective, expeditious manner.”

Kris Davis
Assistant Marketing Director
Miller-Valentine Group – Dayton, Ohio

Brokered Services

. . . providing a single point of contact

Many of our clients turn to us as a single supplier to provide outside services.

- Mail, phone, fax and e-mail lists
- Commercial printing
- Premium sourcing
- Commingle services (combining several small mailings into one large mailing in order to achieve greater postal discounts)

We take care of every detail and provide clients with a single point of contact for worry-free, seamless coordination.



Single responsibility gets the job done right.

Who We Work With

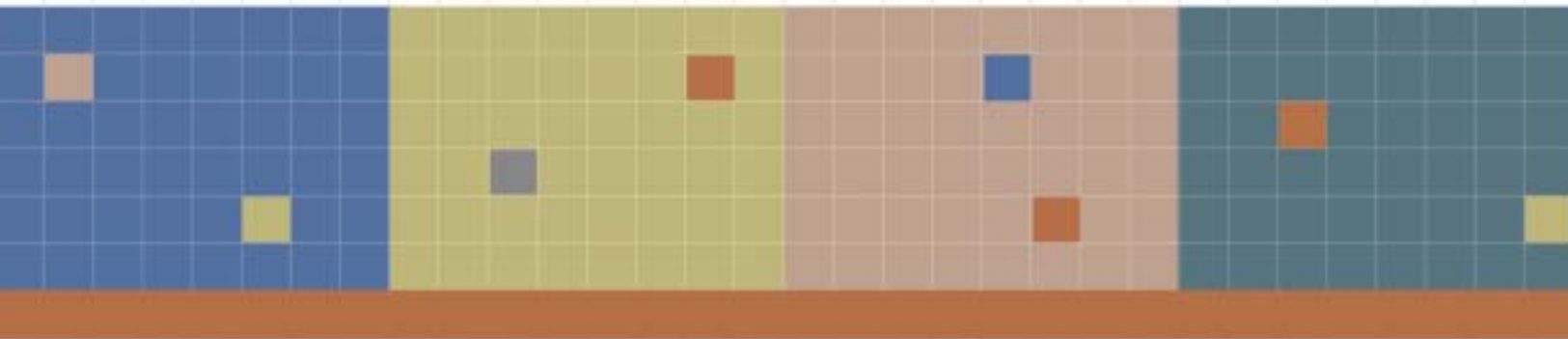
Well-known companies like these have benefited from working with our company.

Local Businesses

B & B Sales
Dayton Art Institute
GE Consumer Finance
Hospice of Dayton
IAMS
Kettering Medical Center
LexisNexis
Lorenz
Procter & Gamble
Think^{TV}
Victoria Theatre
Wilmington College
WinWholesale
WorkflowOne

Businesses from Outside Area

Billboard Publications (VNU)
Cenveo
Delphi Automotive Systems
Duke Realty Corporation
GOJO Industries
John Deere
Lanier Worldwide
Pitney Bowes
Salons Against Domestic Violence
Wal-Mart



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