



This powerful, high impact mailer is designed to produce big numbers during the long weekend patriotic holiday selling periods.

It begins selling immediately and follows through with strong messages and offers to maximize customer response. Completely customizable to suit your event including special offers, gift items and furniture items shown.

The All American Mailer is available two ways:

- 1) **All Inclusive** – B&B/CMK handles everything for you. Includes customization printing, insertion, mailing list, addressing, postage, postal compliance, forms, permits, and delivery to the post office. BONUS! Free Mailing Lists – Supplement your own list (includes Free de-duping) or get a whole new list FREE when you let B&B handle your mailing.
- 2) **Print Only** – B&B/CMK handles the customization, printing and insertion. The pieces are then shipped to your Store or Mailing House if you want to handle the mail processing.



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