

# Talking Ticket Mailer

www.bbcmk.com

**B&B**CMK  
Banker & Brisebois  
The Retail Advertising Experts

**BONUS OFFER!**

**Yours FREE** with purchase of \$199 or more.

**42oz Cut Crystal Covered Dish**

Makes a Great Gift

A beautiful gift you can use year-round, this exquisite covered dish is perfect for holding candy, nuts, pastries, holiday accessories and more.

13 inches Tall

**SIX Months NO Interest!**

With approved credit. Minimum monthly payment required. See store for details.

**Store Name**  
123453 Highway 00 • City  
Toll-Free (800) 123-4567  
Hurry...This Event Ends Saturday!

STORE HOURS: Monday-Friday, 10am-8pm  
Saturday, 10am-5:30pm • Sunday, Noon-5pm

**Money Talks**

You could **WIN** up to **\$500** in **FREE** furniture!

No purchase necessary. Plus, as a Preferred Customer you get... • A Free Gift! • Cash Prizes! • Bonus Offer!

\*Money off new purchases. Prior sales excluded.

Just for coming into

**Store Name**

**level 4 WINS \$200<sup>00</sup>**

**level 3 WINS \$100<sup>00</sup>**

**level 2 WINS \$50<sup>00</sup>**

**level 1 WINS \$250<sup>00</sup>**

**level 5 WINS \$500<sup>00</sup> in FREE furniture!**

YOU'RE A WINNER!

Slide your Talking Ticket to hear what you've won!

Slide this ticket through our magic money scanner and listen to the prize you have WON!

Redeemable only when filled out and validated.

\*Money off new purchases. Prior sales excluded.

YOU'RE A WINNER!

Signature: \_\_\_\_\_  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_

**Unique and fun!** With a provocative message printed on the address side of the envelope, your customer opens their envelope and finds a colorful and exciting 7-1/3" x 8-1/2" Money Talks insert explaining how they can win special discounts, free gifts and even a chance to win free furniture when they come to your store. Included in the mailing is a customized, bar-coded ticket that your customers bring with them to scan through the Talking Ticket machine we supply you.

The **\*Talking Ticket scanner** reads the bar-coded ticket and then audibly announces the customer's prize level winnings in a fun and whimsical way. All prizes are announced in levels - from level one through level 5 winners. The Talking Ticket scanner is housed in a large, colorful, rigid poster that explains the five winning levels. The scanner poster is customized for your event. What the customers "win" at each level is up to you.

This interactive promotion with the Talking Ticket component has a proven record of generating excitement in the store as each customer has their Talking Ticket scanned and the Talking Ticket announces their prize level winnings. It's fun for customers and sales staff as well ... and profitable for you.

Visit our selection of Gift & Traffic items by clicking the link below:  
<http://www.bbcmk.com/Gifts.htm>

## What's Included:

- The fully customized 4-Color Letter/Offer.
- The 4-Color fully personalized #10 envelopes.
- TALKING TICKETS equal to the size of the mailing, plus extras.
- One Talking Ticket Scanner\* complete with its customized prize level signage.
- Detailed Instructions.
- Winner's Certificates

\*The Talking Ticket scanner must be returned to B&B.

## The Talking Ticket 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.

Toll Free: 800.456.0210

Office: 248.540.1033

Fax: 248.540.4379

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