



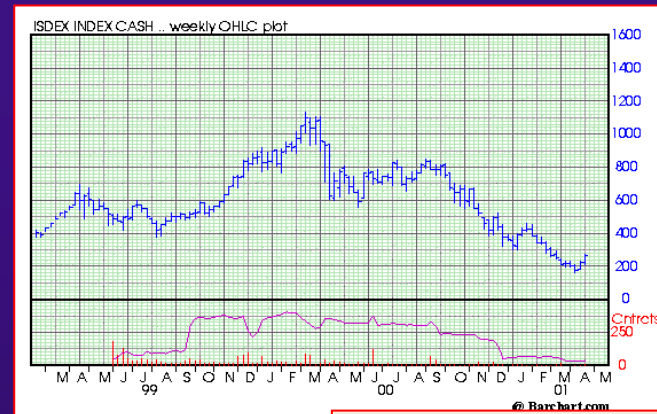
Your Special Delivery™

Mail Solutions & Marketing Innovations  
For the 21<sup>st</sup> Century

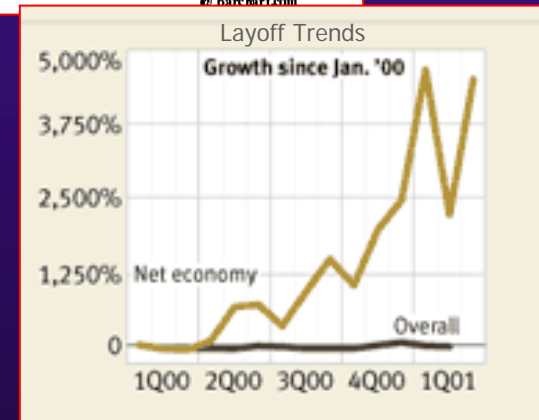
MailCom  
September 19, 2001

# What's With the Internet?

Internet.com's Internet Stock Index (ISDEX) has lost more than 80% of its' value since March 2000.



The Industry Standard reports that there have been almost 90,000 layoffs and 160 high profile Internet failures since January of 2000.



# Internet "is not" an Economy

Sales Channel

Amazon

Information Repository

Yahoo!


Communication Substrate

email

Every Internet Application Uses One or More

# Internet Communication

## Three Basic Categories

- Application to Application
- Individual to Individual
  - Email
  - Chat
  - News groups
  - Internet Telephony
- Business to Individual
  - Directories (Infospace, Superpages, ...)
  - Web sites (your\_business.com, co-brand, affiliate links)
  - Banners (per impression, per click-through, revenue share)
  - Email
    - Opt-in (not failure to opt-out)
    - Spam
    - Viral 

96% of Internet  
Population Use email

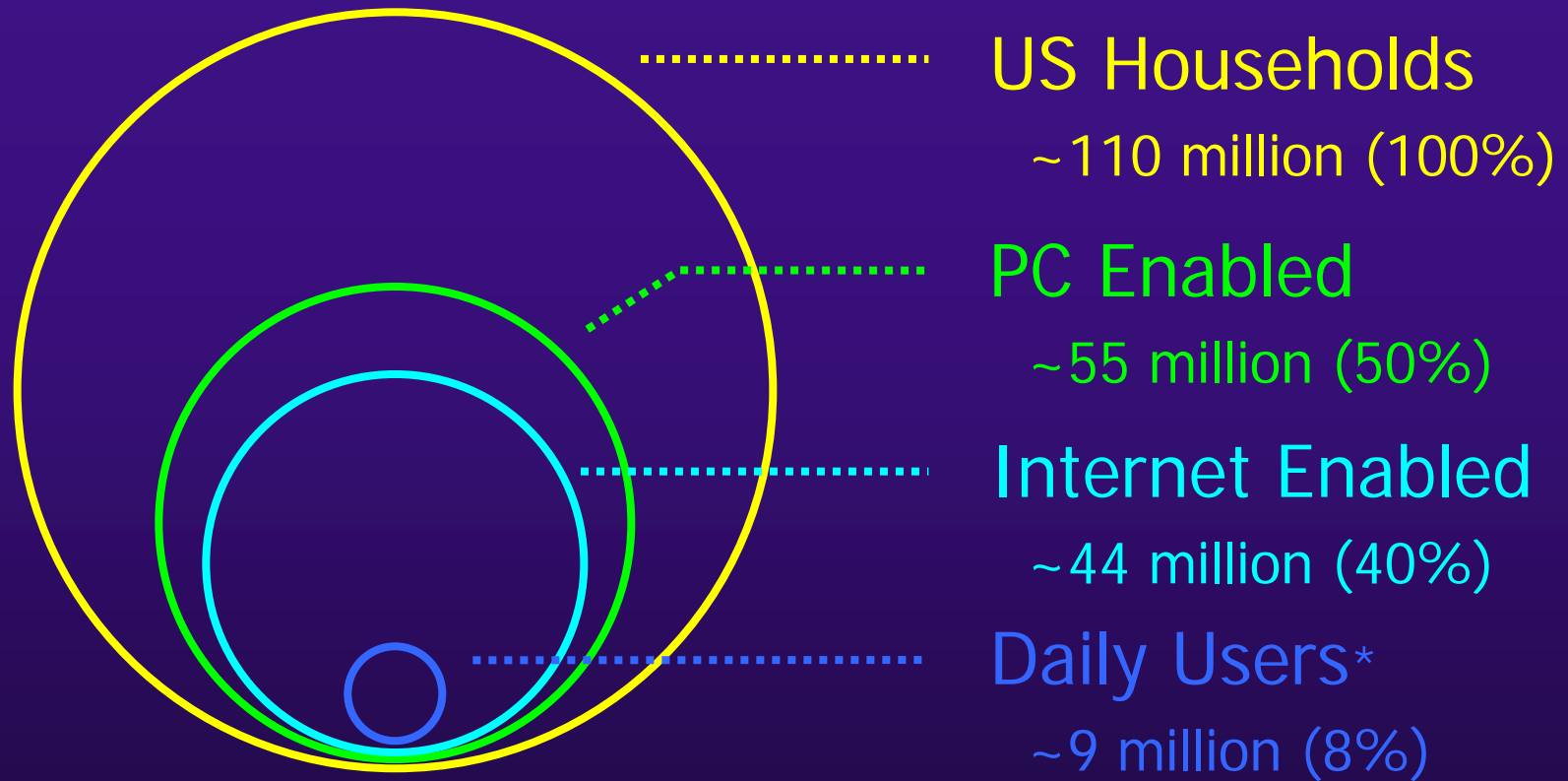
# Internet Communication

## Positives and Negatives

- Positives
  - Ideal for Online Offerings
  - Inexpensive Impressions
  - Fast Results
- Negatives
  - Lacks Impact of Postal Mail
  - Passive Communications Vehicle
  - Socially Unacceptable for Some Messages
  - Limited Reach & Demographic Information

# Internet Communication

## Internet User Profile



Limited Reach & Demographic Information

\* More than 10 hours week online

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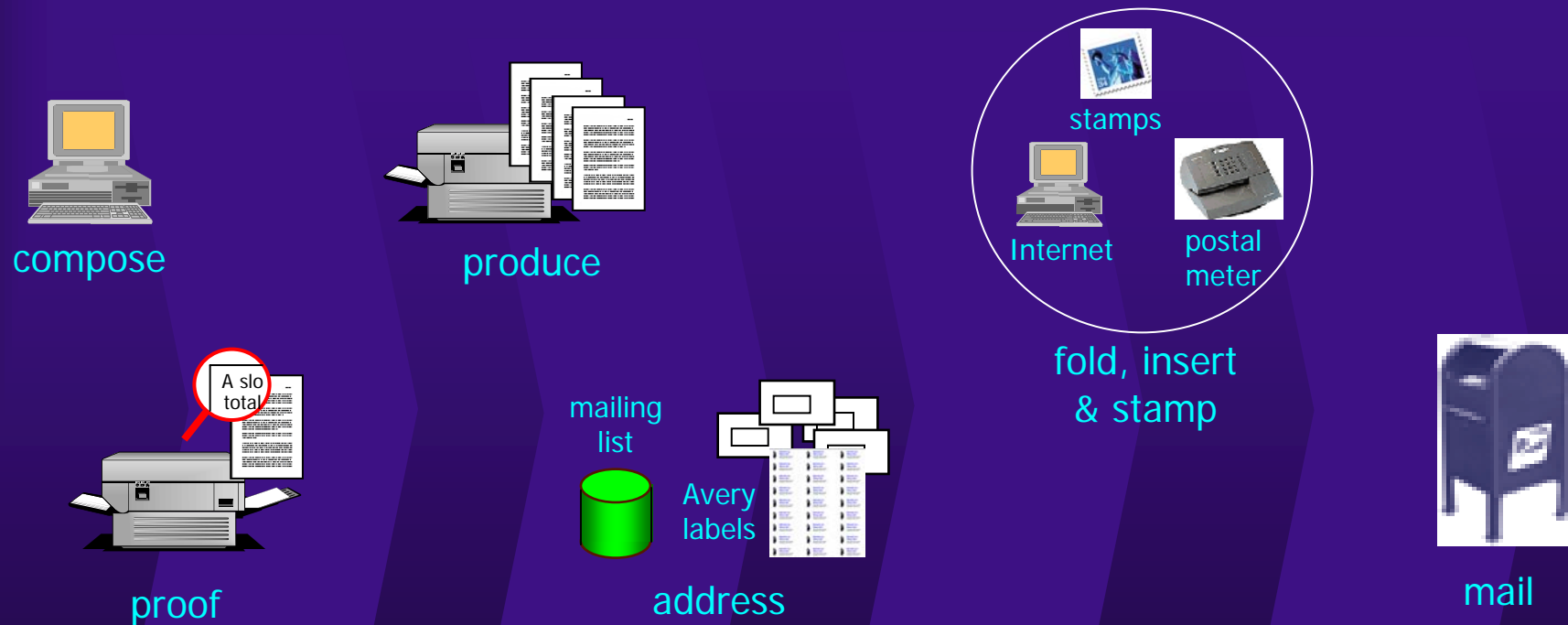
# Traditional Direct Mail

## Positives and Negatives

- Positives
  - Returns (on average) \$10 for every \$1 invested
  - Reaches every household in America
  - Preferred by consumers
  - Targeted
- Negatives
  - Takes (on average) three weeks to get out the door
  - Campaigns are hassle to launch
  - Can be cost prohibitive

# Traditional Direct Mail

## Process Choices: Home/Office Production



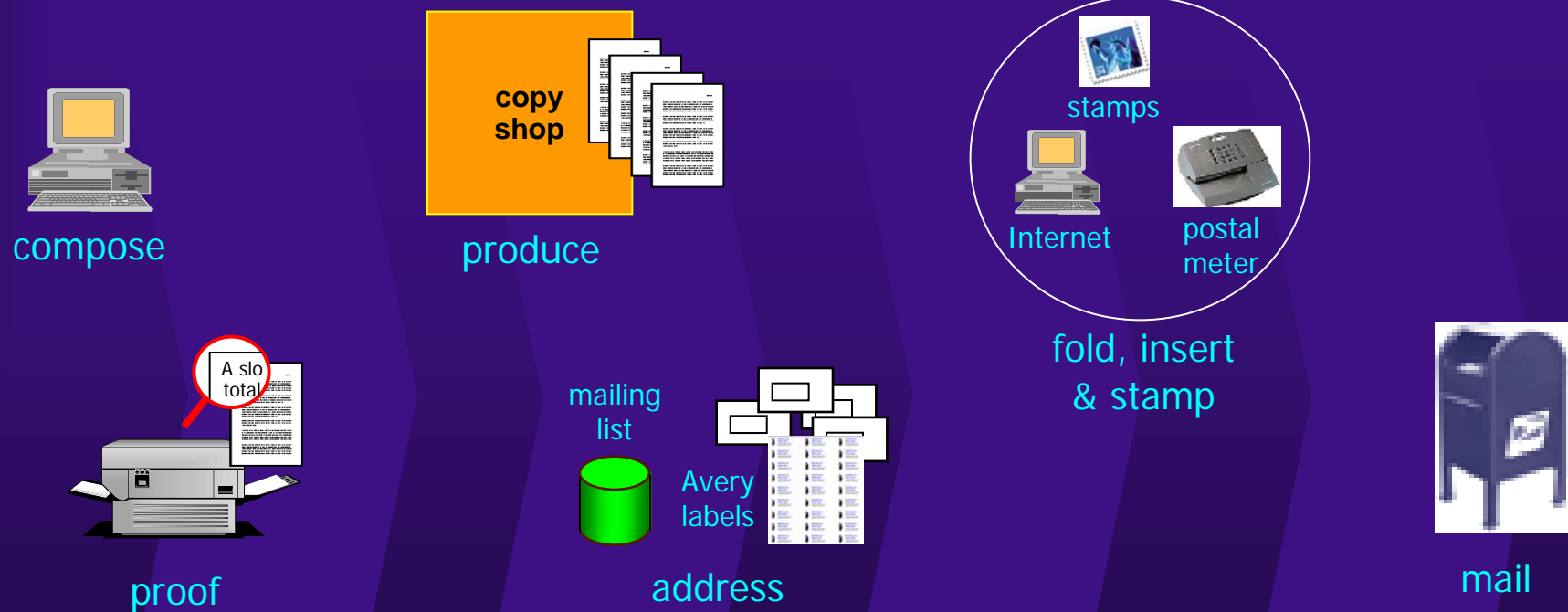
**Pro's : Inexpensive and relatively quick**

**Con's: All-consuming and relatively low quality output**



# Traditional Direct Mail

## Process Choices: Copy Shop Production

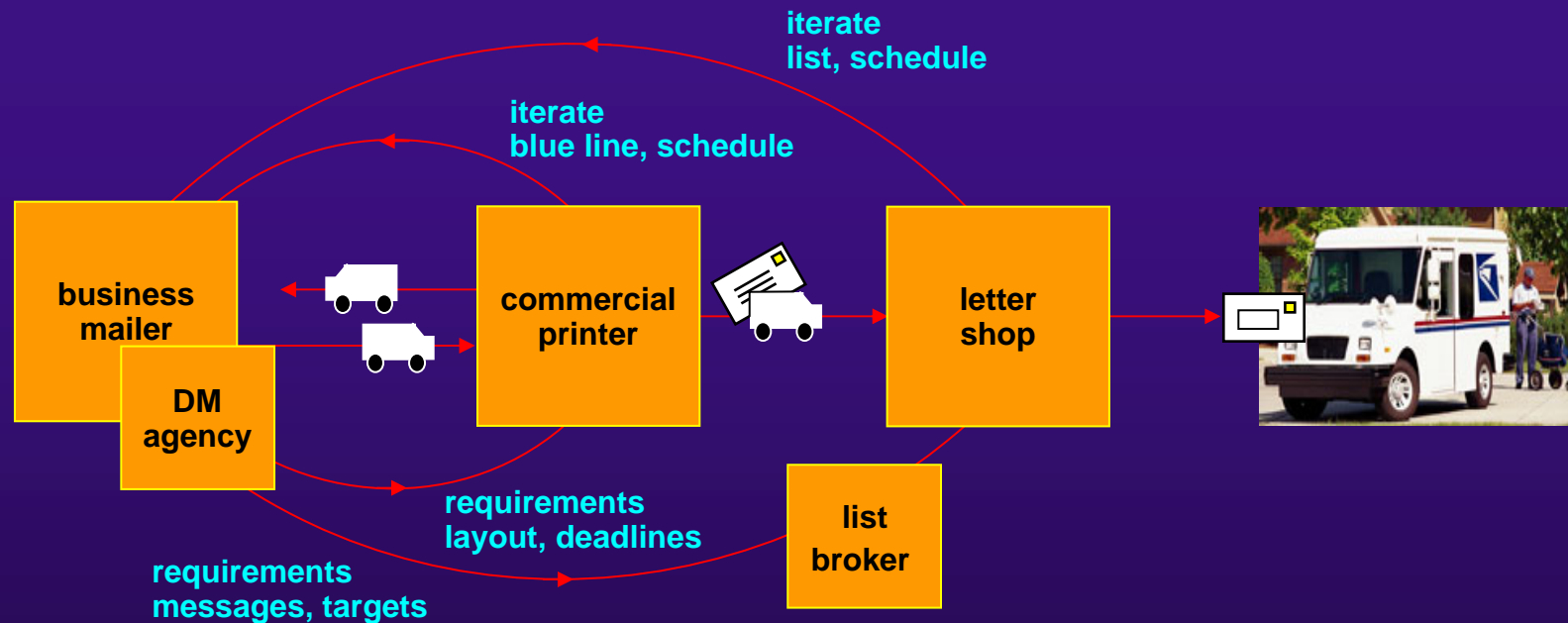


**Pro's : Higher quality; more free time**

**Con's: More expensive; takes longer; no personalization**

# Traditional Direct Mail

## Process Choices: Commercial Print Production



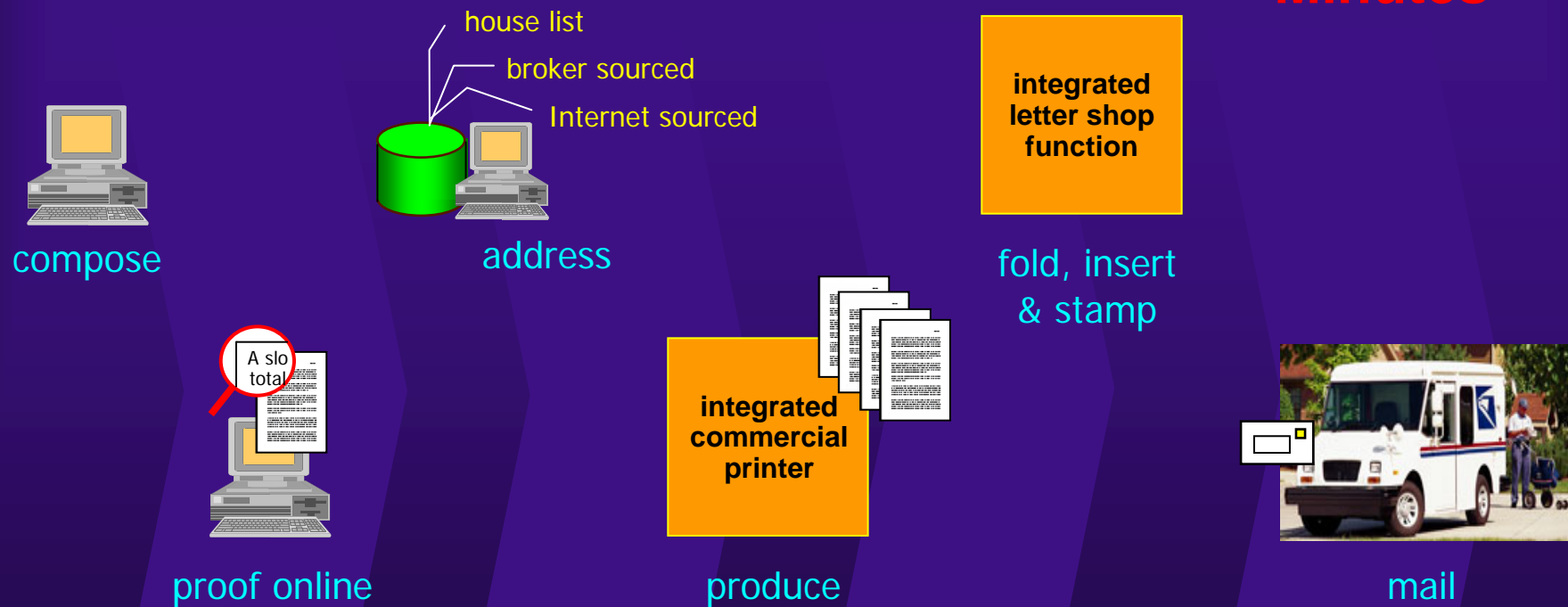
**Pro's : Best quality; complete design freedom**

**Con's: Most expensive for short runs; 3 weeks required;  
lots of details to manage**

# Mail-on-Demand

## Internet-Driven Direct Mail

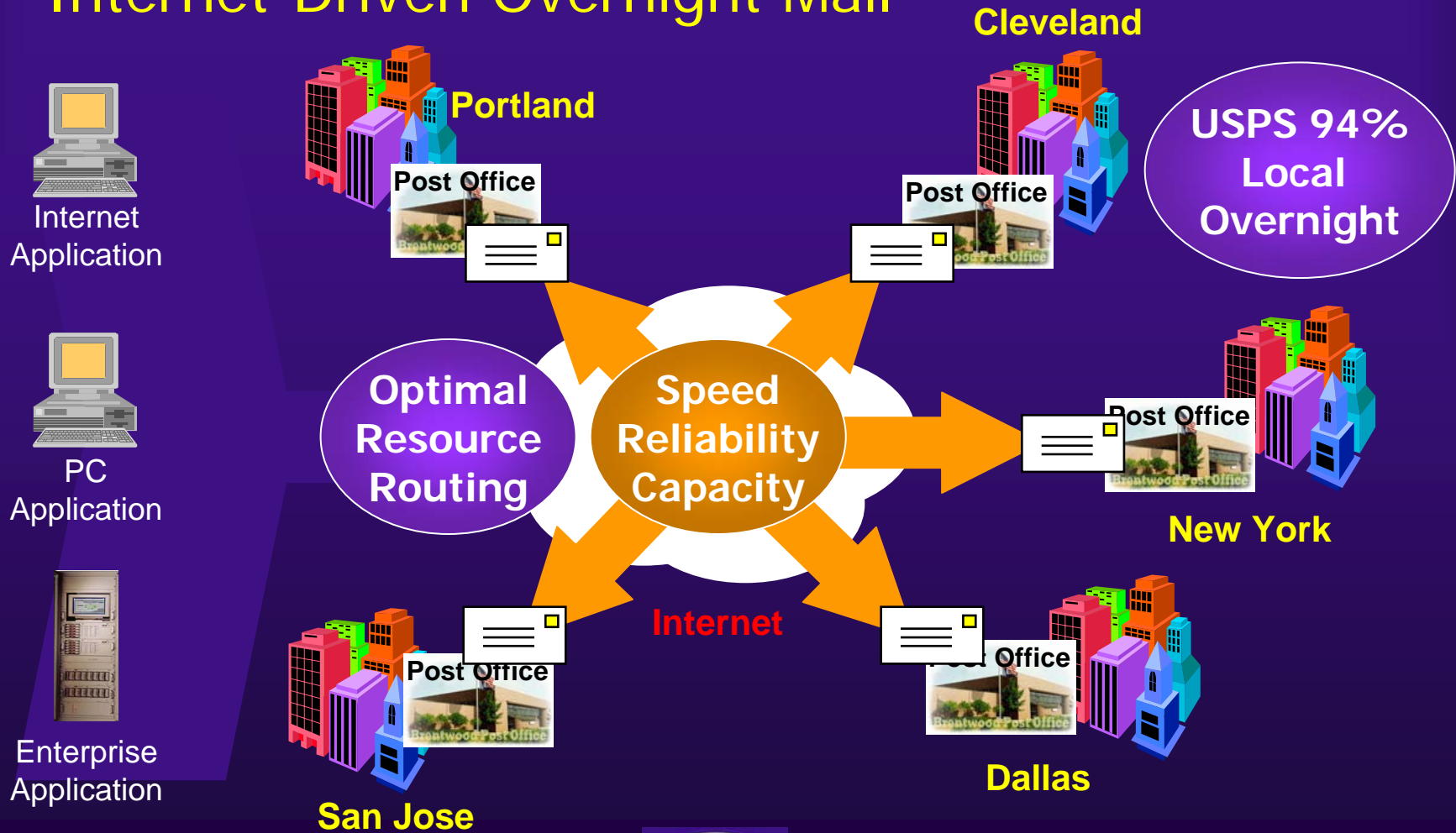
**Time Required:  
Minutes**



**Pro's : High quality; fast; easy; inexpensive**  
**Con's: Restricted formats**

# The Zairmail Solution

## Internet-Driven Overnight Mail



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# The Zairmail Solution

## Zairmail Express Direct



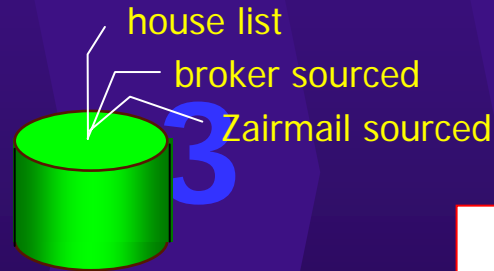
[biz.zairmail.com](http://biz.zairmail.com)

1



Specify Template & Upload Content

2



Select Mailing List

3



Launch Campaign

4

Faster, Easier, and Often Less Expensive

# The Zairmail Solution

## Zairmail Express Direct

- **Get Results Fast**
  - Route nationally
  - Produce mail locally
  - Optimal letter traffic
- **Minimize Frustration**
  - Single point of contact
  - Your choice of interaction
  - Eliminate manual labor
- **Maximize Value**
  - Production choices
  - High quality output
  - High volume production facilities



[biz.zairmail.com](http://biz.zairmail.com)

**Commercial Quality**  
**Fast, Easy, and**  
**Inexpensive**

# Zairmail

## Mailing Solutions & Marketing Innovations

- Internet-Driven Overnight Mail
- Overcomes Internet Marketing Limitations
- Produces Traditional Direct Mail Results
- Faster, Easier, Less Expensive



Your Special Delivery™