



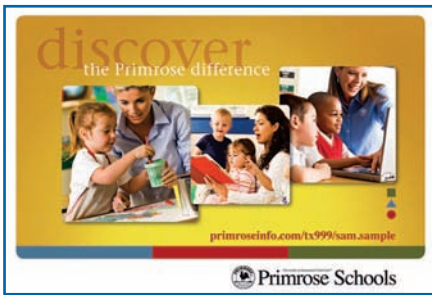
NEW MOVERS CAMPAIGN



Be the first to reach new movers in your trade area with information about you and your company. Each 9x6 postcard mailed 1st class to a household can be scheduled to arrive at your new neighbors mailbox once, twice or three times in the first three months after the new resident has moved in and will include a PURL (Personalized URL) creating a strong lead generation tool.

STEP 01 Contact Arken to begin the process. This campaign includes three simple steps to start. Once put into place, it will work for you promoting your school each month to new movers. After it starts, you have no more work to do other than following up on leads.

Arken's professionally designed, high quality postcards and materials will reflect a positive image for your store. The quality of our paper, printing, and UV coating guarantees a consistent message of quality to your customers.

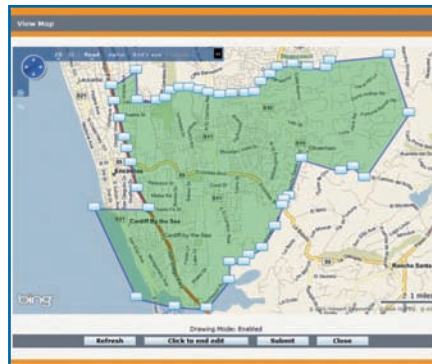


The New Mover postcard design will be localized with your schools address, key attributes and messages. You may want to develop multiple messages that will catch the attention of new movers and build brand awareness through a multi touch campaign.

STEP 02 Arken Technology's New Mover database gives you access to all addresses in the United States that have moved in during the last 30 days. This unique database is updated weekly with new data.

In this step, you have the ability to select their targeted trade area that will be used to pull new movers on a monthly basis. Once set in place, the system will automatically detect the most recent new movers and populate a new list for each month.

Arken offers three different 1st class mail campaigns. A 1st class mailing is required to control delivery of these small mailings across multiple states.



Promote your brand monthly with a 1-Touch, 2-Touch or 3-Touch campaigns to new movers within one, two or three months to build visibility and awareness.

STEP 03 Once you have designed your direct mail piece, defined your high value target and determined your campaign type, pay online through our secure payment network and you are done! The monthly campaign will continue until it is turned off by you.

Arken will manage the delivery process with our 20+ years of direct mail experience.



Be the first to reach new movers in your trade area with information about you and your company.

PURLs, or Personalized URLs, will track a prospect's interest and alert you by email instantly.

How many new movers in your trade area last year?

Contact us for a quote, 1.866.903.1806 sales@arkentech.com

1150 Enterprise Drive
Suite 200
Coppell, TX 75019
1.866.903.1806



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New Mover Campaign Explanation - *Sample

| | | | |
|----------------|---------------------|----------------------|--|
| Cost per Piece | 1 - Touch = \$ 1.35 | Campaign Assumptions | Total New Movers Last Year = 769 |
| | 2 - Touch = \$ 1.30 | | Average # of New Movers per Month = 64 |
| | 3 - Touch = \$ 1.25 | | |

| 1-Touch New Movers Campaign | | | | | | | | | | | | | | | |
|-----------------------------|------|------|------|------|------|------|------|------|------|------|------|------|-----|-----|---------|
| Touch Points | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | --- | --- | TOTAL |
| January | 64 | | | | | | | | | | | | | | |
| February | | 64 | | | | | | | | | | | | | |
| March | | | 64 | | | | | | | | | | | | |
| April | | | | 64 | | | | | | | | | | | |
| May | | | | | 64 | | | | | | | | | | |
| June | | | | | | 64 | | | | | | | | | |
| July | | | | | | | 64 | | | | | | | | |
| August | | | | | | | | 64 | | | | | | | |
| September | | | | | | | | | 64 | | | | | | |
| October | | | | | | | | | | 64 | | | | | |
| November | | | | | | | | | | | 64 | | | | |
| December | | | | | | | | | | | | 64 | | | |
| Monthly Total | \$87 | \$87 | \$87 | \$87 | \$87 | \$87 | \$87 | \$87 | \$87 | \$87 | \$87 | \$87 | --- | --- | \$1,038 |

| 2-Touch New Movers Campaign | | | | | | | | | | | | | | | |
|-----------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|-----|---------|
| Touch Points | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | JAN | --- | TOTAL |
| January | 64 | 64 | | | | | | | | | | | | | |
| February | | 64 | 64 | | | | | | | | | | | | |
| March | | | 64 | 64 | | | | | | | | | | | |
| April | | | | 64 | 64 | | | | | | | | | | |
| May | | | | | 64 | 64 | | | | | | | | | |
| June | | | | | | 64 | 64 | | | | | | | | |
| July | | | | | | | 64 | 64 | | | | | | | |
| August | | | | | | | | 64 | 64 | | | | | | |
| September | | | | | | | | | 64 | 64 | | | | | |
| October | | | | | | | | | | 64 | 64 | | | | |
| November | | | | | | | | | | | 64 | 64 | | | |
| December | | | | | | | | | | | | 64 | 64 | 64 | |
| Monthly Total | \$83 | \$167 | \$167 | \$167 | \$167 | \$167 | \$167 | \$167 | \$167 | \$167 | \$167 | \$167 | \$83 | --- | \$1,999 |

| 3-Touch New Movers Campaign | | | | | | | | | | | | | | | |
|-----------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|---------|
| Touch Points | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | JAN | FEB | TOTAL |
| January | 64 | 64 | 64 | | | | | | | | | | | | |
| February | | 64 | 64 | 64 | | | | | | | | | | | |
| March | | | 64 | 64 | 64 | | | | | | | | | | |
| April | | | | 64 | 64 | 64 | | | | | | | | | |
| May | | | | | 64 | 64 | 64 | | | | | | | | |
| June | | | | | | 64 | 64 | 64 | | | | | | | |
| July | | | | | | | 64 | 64 | 64 | | | | | | |
| August | | | | | | | | 64 | 64 | 64 | | | | | |
| September | | | | | | | | | 64 | 64 | 64 | | | | |
| October | | | | | | | | | | 64 | 64 | 64 | | | |
| November | | | | | | | | | | | 64 | 64 | 64 | 64 | |
| December | | | | | | | | | | | | 64 | 64 | 64 | |
| Monthly Total | \$80 | \$160 | \$240 | \$240 | \$240 | \$240 | \$240 | \$240 | \$240 | \$240 | \$240 | \$240 | \$160 | \$80 | \$2,884 |

*This campaign calculation is based on an automatic monthly mailing. These monthly averages are based on a 1-year total divided evenly over 12 months for a 1-Touch campaign, 13 months for a 2-Touch campaign and 14 months for a 3-Touch campaign. Actual monthly totals will vary based on true data which is updated monthly. Total is approximate cost of an annual campaign.

The quotes in the chart above are based on 2009 numbers of a test market. Your quote will differ and will fluctuate each month based on actual new mover activity.

Learn more - [Contact us today!](#)

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