

# Insetcards

## Trading Cards In Postcards

### *Can You Make An Impact With Your Advertising?*



You need to **stand out from the crowd**. You need to **get the attention of your audience**. You need to **give your customers value**. You need to be **persistent** so your customers recognize and remember who you are.

You need to **communicate directly** to your customers. You need to be **in touch** and **stay in touch**. You need to **engage people in your programs**. Mostly, you need a **great return** from your advertising dollar investment.



*So, what are you going to do now?*

<b>NO</b>	SPAM Email or Online Ads	<i>It might be cheap; but it's annoying and not very effective.</i>
<b>NO</b>	Telemarketing	<i>No way; even worse, it's irritating</i>
<b>NO</b>	Television & radio	<i>This could be good - but it's too expensive and too impersonal.</i>
<b>NO</b>	Magazines & newspapers	<i>Perhaps - but again - too impersonal</i>
<b>YES</b>	Direct Mail	<i>That's it! Regular mail still offers the best overall opportunity, provided that we send something our customers will look at and act upon.</i>

### *Grab their attention with Collectible-Ads™ and they'll stay interested!*

Collectible-Ads are postcard advertisements which contain trading cards. As soon as you send one, people look for more. They collect, trade, and buy the cards. Their enthusiasm consistently grows. They'll go online to find out more. They'll ask for more cards. They'll wait in eager anticipation for the next card. They'll even buy that next card from you, paying for you to advertise to them. Your advertisements are valuable to people, not only from day one but for years and years to come.

**Now that's making an impact and an impact and an impact and ...**

The Insetcards company provides patent pending designs and processes to produce dramatic, eye-catching, direct-mail items. Every postcard and every collectible card are truly

unique. When your customers receive one, they have something no-one else in the world has. You will compel them not only to look at the ad and not only to consider your offer, but to keep and cherish the card. And that's not the end.



With Collectible-Ads, your customers have a compelling invitation to go to visit the website. They'll learn about the set of cards, about the value of their collection, and about your products. They'll be looking for more cards and more offers.

Never before has trading been so easy. Never before has the value of an advertisement carried such potential and been so engaging. And never before has a company been able to benefit from such powerful consumer interest.

***Yes, you can make an impact by using Collectible-Ads™! Call us today.***

Visit our website <http://www.insetcards.com> to order your very own Alchemist Collectors Card.

*Collectible-Ads™:  
The advertising messages  
the customer retains.*



**Insetcards**  
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