

# Insetcards

## Trading Cards In Postcards

### Executive Summary

The Insetcards Company offers a patent-pending process for delivering dynamic, impactful advertisements via postcards. Successful promotional campaigns will include sets of collectible “trading” cards distributed in direct mail pieces. The advertising impact will yield high returns and be long-term effective.

Insetcards prints a traditional collectible card within a standard postcard. Every collectible card and every postcard is unique, printed specifically for the recipient and marked to be like no other card in existence. The collectible “inset” cards are outlined by micro-perforation lines. The recipient removes the collectible card from the postcard by simply folding and separating. The high-quality collectible card will be treasured, collected, and traded – just as in the popular sports cards and trading card game industries – yet better. This is the “Collectible-Ads” design.

Collectible-Ads are postcards that combine card collecting with advertising. The advertisers deliver their message in a dramatic form by including valuable, collectible elements. The advertisements incorporate offers, corporate brand names, and unique, notable content in the card sets. In this way, advertisers will expand market opportunities for existing products and services and will create new collectible card products. Consumers will become enthusiastic collectors and collectors will become repeat consumers.

The Insetcards Company provides a one-of-a-kind website to promote collecting and trading, called the trading exchange marketplace. The website is unique because all of the card sets, every individual card, and all of their owners are automatically registered. No other trading exchange can “know” who owns each and every card. Collecting and trading becomes much easier and activity on the website means traceable interest for an advertiser’s products. Additional advertising (in the marketplace) can also extend the promotion’s impact. Consumers will learn more and will purchase more from the advertiser. The ultimately successful Collectible-Ads campaign would cost the advertiser nothing because the consumers may buy the future releases of new cards and collections.

Collectible-Ads are valuable to a tremendous variety of advertising and merchandising campaigns. They will be successful in promoting items such as: movies, music, television shows, and sports. Key advertising segments include entertainment merchandising at fast food restaurants, co-operative marketing of sports teams, and product promotions which depict famous people, places, events, or items.

The Insetcards Company delivers the tools and the expertise to design, produce, and deliver unique and high quality collectible cards in postcards. The processes are easy to use, flexible, dependable, cost-effective, and quick-turn. It is all possible with the advanced printing solutions, the internet-enabled tools, the integral database technologies, and the creativity and reliability of the Insetcards Company.

An example:



Your customers will want more.

Visit our website <http://www.insetcards.com> to see more examples and marketing ideas.

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



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