



August 2010

Election Mailing Season Looms

Vote Early, Vote Often, Vote ProList!

ProList, Inc. is an Industry Innovator in data management and direct mail services solutions.



With primary and general elections coming up, NOW is the time to get serious about the fall election season. And ProList is your election mail resource.

In past elections we have processed a variety of election projects from same day election and legislative alerts to apple-shaped selfmailers for a teachers' group. We understand the subtleties of election mail, including what classes of mail work for different efforts including nonprofit organization rules. We've attached a summary of election specific rules from a recent Postal Service publication. Just [click here](#),

Among our services that may help your election efforts:

- Appending of legislative districts to mailing lists
- Digital color printing that can produce full color personalized postcards and mailers
- Mail tracking of both election efforts and voter registration mailings
- Fast turnaround laser imaging for last-minute and special appeal mailings

Of course we combine all of this with a high-capacity direct mail facility and years of mail production experience. If you have election mail needs make ProList your go-to solution!

Marketing to Mobile – ProList Tools

Get 'em where they talk...or Text...

Quality Service Guaranteed!



At ProList we get all excited about the latest marketing technologies just like you do. Our challenge is in making them work for you. We've got every tech trick in the book for direct mail, from Intelligent Mail tracking to digital color. Our email services are state-of-the-art with dynamic content, advanced deliverability testing and more. Now we're moving into the next arena – mobile!

There is little doubt that mobile devices are a growing force in marketing communications. More and more prospects are becoming dependent on their smart phone or iPad to get their information, and your marketing efforts are better served if you can reach that platform. ProList is quickly moving in that direction, linking both direct mail and email to mobile devices. Cool!

For direct mail, talk to us about QR Codes. QR Codes are 2-D barcodes designed for reading by smart phone apps. Effectively they are like purls (personalized URLs) on steroids. You may have seen QR Codes in magazines or display advertising. Those generally direct you to generic landing pages – ProList can create QR Codes on your mail pieces that are specific to the recipient. Your prospect can scan a QR Code on your mail piece with their smart phone and be taken directly to a landing page optimized for mobile with fields personalized and prepopulated for them. It's just another channel for response, a forward looking response to new technology. And speaking of looking forward...

ProList's email marketing services will soon be adapted to provide you with tools for formatting a version of your message specifically for a mobile device. You can be assured that recipients getting your message on their smart phone will be able to see it in a compatible format. We'll even be able to provide previews for different brands of smart phone! Our tracking reports will also know how many of your email messages were opened on a mobile device.

Of course all of these technologies will blend seamlessly with your direct mail. No one medium is perfect for every message. ProList allows you to reach a variety of them – direct mail, email, mobile – in a single coordinated effort. Give us a call and we'll be happy to tell you more about how we can put these new technologies to work for you.

Contact Us Today!

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Attachments to Your Marketing Emails

Actually, you can...

Our email clients are wise enough to be concerned about attaching documents to their email messages. Their concern is that the email will be tagged as spam, and even if it does get through, their recipients wouldn't open it with a ten-foot cursor. That concern is justified – customers don't like attachments, ISPs don't like attachments, nobody likes the things – but you've got information to share! ProList will let you have your attachments – we just won't exactly "attach" them.

ProList's email marketing services allow you to upload a document to our servers (as an Adobe PDF or Word document – even a PowerPoint presentation) and build a link into your email that will take your recipient there. We host your document on our servers; you bask in the glory of having your customers download it without the fuss and perceived risk of attachments.

To learn more about ProList on our website visit: <http://www.prolist.com>
To stop receiving this email newsletter contact ProList to [unsubscribe](#).

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