



SHOW SPECIAL EDDM



EDDM (Every Door Direct Mail)

Stuck between the cost of a direct mail campaign and the 20,000 minimum required for a shared mail piece? Every Door Direct Mail (EDDM) may be the best choice for you.

This USPS program provides saturated mailings to specific carrier routes for a fraction of regular postage costs. GCS works with you to find the best areas to target, using demographic information for your chosen zip codes.

We design and print your custom postcard, finalize your paperwork, and send you everything you need to take to the post office to complete your mailing.

With EDM, you can

- target specific neighborhoods near your store,
- print as few as 500 pieces for your mailing, and
- complete a mailing in about two weeks (from art approval).



ZIP CODES OF INTEREST

ZIP CODES OF INTEREST (cont.)

RADIUS FROM STORE? No Yes _____ MILES OUT

ORDER QUANTITY

DATE NEEDED

Business

Address

City State Zip

Contact Person Phone

Email

GIANT EDM 8.5" X 11"	PRINTING & BANDING	
<ul style="list-style-type: none"> • ARTWORK: \$600 • POSTAGE ONLY: 22.3¢ ea. • PAPERWORK PREP: \$150 Per Location (Zip code analysis & USPS paperwork preparation) 	QUANTITY	PRICE
	2,500	\$875
	5,000	\$1,500
	10,000	\$2,600
	20,000	\$4,800



Additional sizes available

THE GARDEN CENTER SHOW SPECIAL!

FREE Zip Code Analysis & USPS Paperwork Preparation **\$150 VALUE SAVINGS***

***IN ORDER TO QUALIFY FOR SHOW SPECIAL PRICING, YOUR ORDER MUST BE PLACED AT THE GARDEN CENTER SHOW.**

Card Type

Card Number

Exp. Date Security Code Zip

Billing Address

TEXT MARKETING • DIGITAL MARKETING: Complete Digital Campaigns, E-Magazines, E-Blasts, Websites, Social Media, Videos • **TRADITIONAL MARKETING:** Postcards, Plastic Postcards, Triple Card Plastic Mailers, Gift Card Mailers, EDM Mailings, Newsletters, Flyers, Magazines • **IN-STORE MARKETING:** Business Cards, Gift Cards, Loyalty Clubs, Planting Guides, Product Guides, Info Handout Cards, Banners, Signage • **ADDITIONAL SERVICES:** Branding, Budget Plans, Logo Design, Consulting, Package Design, Mail List Acquisition, Data Analysis

SCAN FOR SHOW SPECIALS



PLANTING, WATERING & CUSTOMER CARE GUIDES are a creative way to differentiate your business by providing written instructions to educate your customer in proper plant care. **Our guide includes your guarantee and recommended products**, resulting in increased sales, customer success and reduced plant failure refunds.

CUSTOMIZED FOR YOU - IT'S EASY!

We send you, electronically, the suggested copy for your guide. You read it over, edit to suit your needs and send it back to us. We'll then make your changes and add your selected products, logo and store information. Customers will not only thank you for the information, but will also pick up your recommended products, thus increasing your sales!



Basic Size

8.5" x 11"
(folds to 3.75" x 8.5")

Scan QR code for more info.



QUANTITY	PRICE	SHOW PRICE
1,000	\$750	\$720
2,500	\$1,000	\$925
5,000	\$1,500	\$1,400
10,000	\$1,750	\$1,550

\$50 Deposit Due at Show (non-refundable)

IN ORDER TO QUALIFY FOR SHOW SPECIAL PRICING, YOUR ORDER MUST BE PRINTED BY 10/11/24.

ORDER QUANTITY

DATE NEEDED

Template Design

Custom Design

Business

Address

City

State

Zip

Contact Person

Phone

Email

Card Type

Card Number

Exp. Date

Security Code

Zip

Billing Address

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SCAN FOR SHOW SPECIALS





SHOW SPECIAL PLASTIC POSTCARDS & MAILERS



Plastic Postcards & Triple Card Mailers

Available with 1, 2, or 3 pop-out Gift Card Coupons. Distinguish yourself from the competition with this unique direct mail piece. With a target list, it boasts a reported redemption rate of up to 52%!

Postcard Tracking Website!



NO MAIL LIST? NO PROBLEM.
Garden Enthusiast List Available.



Plastic Postcard
4.25" x 5.625"
(1 & 2 card options)
\$350 Setup Fee

Triple Card Mailer
9" x 12"
(folds to 9" x 6")
\$375 Template Setup
\$750 Custom Setup

Track Results

Barcode, Magnetic Striping, or Customer Codes can go here. Track results on our customer code tracking website.

Personalized Variable Data

Scan QR code for more info on Plastic Postcards



Scan QR code for more info on Triple Card Mailers



QTY	PLASTIC POSTCARD	TRIPLE CARD	SHOW SPECIAL
500	\$1.85 each	\$2.05 each	----
1,000	\$1.55 each	\$1.85 each	100 FREE
2,500	\$1.35 each	\$1.65 each	150 FREE
5,000	\$1.20 each	\$1.45 each	300 FREE
7,500	\$1.15 each	\$1.35 each	400 FREE
10,000	\$1.05 each	\$1.25 each	500 FREE

Prices include printing, addressing, postage & mail services.

\$100 Deposit Due at Show (non-refundable)

IN ORDER TO QUALIFY FOR SHOW SPECIAL PRICING, YOUR ORDER MUST BE PLACED AT THE GARDEN CENTER SHOW.

SHIP ONLY QUANTITY	MAIL ONLY QUANTITY
TOTAL PRINT QUANTITY (Ship Qty + Mail Qty)	IN-HOME DATE (Please allow 21 days for printing & mailing)

1 Card 2 Card Triple Card Mailer

Business _____

Address _____

City _____ State _____ Zip _____

Contact Person _____ Phone _____

Email _____

Card Type _____

Card Number _____

Exp. Date _____ Security Code _____ Zip _____

Billing Address _____

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**SCAN FOR
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SHOW SPECIAL WEB DESIGN



WEBSITES: We Create it. You customize it.

Our template websites are designed to promote maximum customer response while requiring minimal effort from you and your staff.

It includes 10-12 seasonal article updates 6 times a year, along with gorgeous images, all for a **low monthly rental fee of \$225**.

Our Template Websites are also responsive, automatically adapting to fit both notepad and smart phone screens.

It's easy!

We send you, electronically, the suggested copy for your website. You read it over, edit to suit your needs, and send it back to us. We'll then make your changes and add your selected products, logo and store information.

CMS Website – Edit yourself 24/7

Content Management System (CMS) websites are designed to provide you with the efficiency and flexibility of managing your own content and images. It affords you the opportunity to add additional content and images beyond what we provide. The ability to immediately add, delete, and change content is at your fingertips 24/7/365.

Scan this QR code for more info on our Web Development.



Business

Address

City

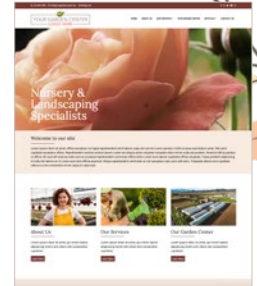
State

Zip

Contact Person

Phone

Email



All of our websites are optimized & set up with Google Analytics.

Scan this QR code to see examples of our template websites, or visit YourGardenCenter.com.



Show Special
Template Setup
\$3,050*
Reg. \$3,550

Show Special
CMS Setup
\$4,050*
Reg. \$4,550

***IN ORDER TO QUALIFY FOR SHOW SPECIAL PRICING, YOU MUST SIGN UP BY SEPTEMBER 30, 2024.**

Card Type

Card Number

Exp. Date

Security Code

Zip

Billing Address

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SCAN FOR
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SHOW SPECIAL GARDENING IDEA BOOK



Ready-to-customize Magazine or E-Magazine.

Stimulate, motivate, and enthuse your customers with a visually stunning and informative Gardening Idea Book. **Whether offering a printed, hand-held magazine, or an e-magazine** for viewing on any device, our Gardening Idea Book is custom tailored with your logo and supports your distinctive article selections from our ever-increasing library of over 350 seasonal garden related pieces.

- Finished printed size is 8.5" x 11".
- 16 pages including covers with areas for ads and featured products.
- All article content is editable and customizable to suit your business.



Scan this code with your smartphone for more info.



PRICING	
E-MAGAZINE	PRINTED MAGAZINE
<p>\$2,995* per season or \$2,500* each <i>(when you do all 4 seasons)</i></p> <p><i>*Up to 6 hours of edits or design time.</i></p>	<p>\$2,000* Includes Template Rental & Edits <i>(Printing & mailing costs are based on quantity. See to the right for details.)</i></p> <p>Printed on high quality 80 lb. gloss paper</p>

EXAMPLE OF PRINTING & MAILING 10,000 QTY	
MAILED as EDDM	MAILED as DIRECT MAIL
<p>\$2,000 Template Rental & Edits</p> <p>\$6,500 Printing & Binding 16 Pages</p> <p>\$2,310 Mailing Costs as EDDM</p>	<p>\$2,000 Template Rental & Edits</p> <p>\$6,500 Printing & Binding 16 Pages</p> <p>\$8,830 Mailing Costs as Standard Direct Mail <i>(mailing direct to a targeted list)</i></p>
\$10,810 (\$1.081 each)	\$17,330 (\$1.733 each)

ASK US FOR ADVICE ON HOW TO PAY FOR THIS WITH AD SPONSORS!

Business _____

Address _____

City _____ State _____ Zip _____

Contact Person _____ Phone _____

Email _____

LANDSCAPING ARTICLES INCLUDE:

- Add a Calming Corner to Your Garden
- Tremendous Turf
- The Outdoor Kitchen
- Outdoor Living Room
- Pergolas & Structures
- Landscape Lighting
- Fireplaces, Pits, & Rings
- The Use of Focal Points in the Landscape
- The Value of Maintenance
- Natural Stone vs. Pavers
- Grasses with Gusto
- More Than Just Mulch

Looking for a different topic?
Choose your own! We have 100's of articles to choose from which you can customize to your liking.

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