



# **BULK MAIL CANADA**

## **Your Canadian direct mail resource**

[www.bulkmailcanada.com](http://www.bulkmailcanada.com)

### **Why should I use Unaddressed Admail when mailing to Canada? What is it equivalent to in the US? Every Door Direct ..**

#### **Target the Radius Around Your Business or if you don't have a business in Canada we can help with the selection.**

Reach the people most likely to use your products or service by launching targeted campaigns in the areas closest to your location. You can identify the areas yourself or use our online Precision Targeter application to enter geographic and demographic criteria to identify the highest potential prospects for your next campaign.

#### **Boost Awareness and Generate Leads**

Unaddressed Admail is the perfect channel if you want to make people aware of your products or services. This can improve sales by generating new leads, it can encourage product trial, generate traffic to the web or retail, raise funds for your cause, and more. Direct Mail is a proven channel with a long history of success that can work for you.

#### **Reach as Many or as Few People as You Want**

Reach more than 13 million addresses across Canada, or target just one delivery route with a minimum of 1,000 pieces.

#### **The Preferred Channel for Promotional Messages**

36% of Canadians say that direct mail is their preferred way to receive promotional messages<sup>1</sup>. This is over two and a half times higher than email (14%), and three times more popular than TV and newspapers.

#### **Immediacy and Permanence**

68% of Canadians read their mail right away – a far better number than other channels<sup>2</sup>. Meanwhile, the physical nature of the mail means that your message can stay at the address as a reminder, whether on a desk, side table or a fridge.

#### **Target the Canadians Most Likely to Respond to Your Message**

Access demographic and geographic filters in our online Precision Targeter application to identify the neighbourhoods most likely to respond to your message based on your location or customer profile.

## **Spend Your Budget Wisely**

Make the most of your advertising dollars by sending mail only to Canadians who want to receive *Unaddressed Admail*. We will not deliver to consumers who have indicated (directly on their mailbox) that they don't want to receive unaddressed material. Some exceptions apply. You send us the pdf file of your mailer (we will help with the specifications that need to meet Canada Post specifications), we select the area, we print or you send us your printed item and we then prepare and deliver to the post office. We complete all paperwork that is needed to accompany each shipment. Great for regular contact pushing the businesses and residential occupants to your website or call you for a quote.

1. Select area
2. Know the numbers before mailing
3. Print the piece
4. PDQ to prepare and Post

Call us today at 1 888 998 9878 or email us at [sales@bulkmailcanada.com](mailto:sales@bulkmailcanada.com)