

SENDING AN AIR-GRAM SAYS TO EVERY RECIPIENT: **THIS IS CRUCIAL.** AND YOU'RE **WORTH THE EFFORT!**



In today's fast-moving world, the most responsive organizations get all the attention.

The reality is that, today, when news impacts your organization's customers, members, or supporters, that news can circle the globe in an instant.

To make the most of the opportunity or minimize potential damage, your mailed response must not be far behind.

Send an AIR-GRAM package, and you'll have your mailing in the mail—complete with logos, signatures and other black-and-white graphics—in as few as 8 hours.

And since your mailing will be transported to over 100 strategically located Post Offices nationwide, overnight delivery can be expected.

Use our trademarked AIR-GRAM format or we'll prepare your own custom format in advance

If you use our trade-marked, readily recognizable AIR-GRAM format, you send a highly effective "modern telegram" specially designed for efficient laser personalization and mail production.



Send an AIR-GRAM when your message has to arrive as soon as the next day—with dramatic impact.



Your contacts have busy lives, but will pay attention when an AIR-GRAM arrives.

You also achieve proven attention-grabbing impact on your audience.

The look of an AIR-GRAM suggests "priority" communications and is consistently associated with that of other crucial, deadline-oriented announcements. Clients routinely report superior response rates and have used this same format successfully for years.

Or, if you prefer, you can arrange with INTEGRAM to maintain your own inventory of pre-printed forms on our floor. That way, you'll be prepared in advance to reach your audiences with AIR-GRAM speed—while both building your organization's brand and capitalizing on its familiar identity.

Choose the color of your carrier. Opt for a perfed reply. Add a BRE.

The most commonly used AIR-GRAM format consists of an 8.5 x 14 personalized letter with optional perf-off reply, plus your choice of an included courtesy reply or business reply envelope. Your INTEGRAM customer service representative can help you decide which components best suit the purpose of your campaign.

The envelope color options—white, red, and yellow—have all been proven to capture attention and achieve

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superior open rates. After all, in today's news-driven world, your audience may well be reassured to receive a timely mailing from you when an urgent issue is at hand.

Sending an attention-getting AIR-GRAM will meet that expectation at exactly the right time.

Call now—1.800.732.4138—to learn more about AIR-GRAMS and how easy it can be to get an expedited mailing in the mail...and into the hands of recipients as fast as overnight.



Corporate Headquarters
22695 Commerce Center Court
Dulles, VA 20166

Nationwide Telephone: 1.800.732.4138

Local Telephone: 703.849.1700

Email: info@integram.com

INTEGRAM is Ready to Respond. Call now: 1.800.732.4138!