



**Partner with
Ballantine...**

...and Relax



**Your Complete Source
for Effective
Direct Marketing Campaigns
since 1966**



A Message from the President



Thank you for considering Ballantine for your direct marketing projects. Since 1966, Ballantine has been a family business with a passion for excellence. We consider our clients family, and truly care about each and every project. The bottom line is, our success is measured in client satisfaction.

We want you to be happy!

I'm proud that Ballantine has grown into a full-service firm, able to offer you top-notch creative and list services, innovative print production, exceptional mailing services and one-to-one marketing solutions all under one roof. Whether you utilize Ballantine for all or just a portion of your direct marketing project, you'll have an account manager and a production coordinator at your disposal. Put the project in your Ballantine team's hands and rest assured that it will be completed on time, on budget and on par with your highest expectations.

When you partner with Ballantine, your job is to sit back, relax and let us do what we do best. Put our many years experience in direct marketing to work for you. You'll be glad you did!

Read on for more information about Ballantine's unique services, and more importantly, how they can benefit you.

Best regards,

Thomas C. Coté
President
The Ballantine Corporation

www.ballantine.com

Our Direct Marketing Services



Consultation:

Our experts will advise you on schedules, formats and cost-saving recommendations during the planning stages.



Creative and List Services:

We can provide brand new creative or updated revisions to pre-existing artwork as well as targeted response or compiled mailing lists.



Data Processing:

We can provide all of your data processing needs, including merge/purge, NCOA and postal presort.



Print Production:

Our extensive network of vendors enables us to make objective decisions while using the newest technologies.



Personalization:

Whether your job requires inkjet, or laser or variable on demand, we can do it all.



Mailing Services:

No job is too large or too small; Ballantine can fulfill all of your mailing needs.



One-to-One Marketing Solutions:

Our highly personalized, data driven campaigns increase response rates through direct mail, interactive websites, surveys, personalized URL's and call center services.

The Benefits of our Services

Our expertise is direct response production. Our goal is to make sure your direct marketing projects are produced correctly, on time and to your satisfaction, every time.

Here are the benefits of working with Ballantine:

- Aggressive pricing and maximum postal savings.
- Many years of direct mail production experience.
- One-stop shopping for all your creative, list, printing, mailing and one-to-one marketing needs.
- Cost-saving suggestions made on every project.
- Easy to work with, with an eye on your bottom line.
- Innovative direct mail format ideas and technical print expertise.

“Ballantine provides the best customer service of any vendor I have ever worked with.”
– Scott Sherpe, New Hope Natural Media

“I’ve been working with Ballantine for over 25 years now. I think that in itself says a lot.”
– Suzanne Eng, Smithsonian Magazine

Partial Client List

Ryan iDirect
Bonnier Corporation
Institutional Investor
Weider History Group
Life Alert
The Blood-Horse
American Chemical Society
Arizona Highways
Financial Executives International
Reed Business Information
The Nielsen Company
The Economist
Sporting News
Thomson Healthcare
Smithsonian Magazine
Dow Jones & Company
Caesars Pocono Resorts
Daniller & Company
Sun Magazine
Latina Media Ventures
AAAS/Science Magazine
New Republic
Anthony & Sylvan Pools
New Hope Natural Media
Jewish Week
Weight Watchers
American Scholar
NJ Monthly Magazine
Aperture Foundation
Phi Beta Kappa Society
Council on Foreign Affairs
The Motley Fool
Catholic Charities
Stamps.com
DAL Investment Company
American Banker
Scientific American
Mother Jones
The Skin Cancer Foundation
Ballard Communications
Yes! Magazine

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8 Reasons to use Ballantine for your Direct Marketing Projects

- 1. Meeting your mail date is our #1 priority.**
- 2. Our clients look at us as their air traffic controllers for their direct marketing projects. We ensure that all components are printed correctly, and packages are mailed on time, every time.**
- 3. Our tireless work ethic guarantees your projects will be produced to your satisfaction.**
- 4. Our many years of experience translates into a valuable source of knowledge.**
- 5. Our high-volume print purchasing guarantees you'll receive aggressive pricing.**
- 6. You'll have access to creative, list, print production, mailing services and one-to-one marketing solutions with only one phone number.**
- 7. Our print production software technology enables real-time updates of both quotes and job schedules.**
- 8. We emphasize excellent customer service at Ballantine. If you have a question, we'll get you an answer promptly.**





The Ballantine Corporation • 1700 Route 23 North • Wayne, NJ 07470
For an updated client list, samples and our 3 minute company presentation, please visit:

www.ballantine.com

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