

Welcome EXPRESSSM

Welcoming Newcomers Since 1986

WELCOME
FOLDER
MEDIA
KIT

CONNECTING YOU TO YOUR NEW SURROUNDINGS

Provided as a Free Service for New Residents
On-Line Links to Local Businesses, PLUS Community Organizations and Civic Information - all in one convenient, easy-to-use location.
We make settling in to your new neighborhood a snap!

www.WelcomeExpress.com

NEW RESIDENT RESOURCE CENTER

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PROUD TO BE THE WELCOME EXPRESS PREMIER SPONSOR

Monarch HealthCare
A MEDICAL GROUP, INC.

We are Ora

Call us today to find a Monarch

OFFICIAL WELCOME PACKAGE

- Valuable Gift Certificates
- Community Information
- Change of Address Forms
- And Much More!

PREPARED ESPECIALLY FOR:

The Newcomer Family
1234 Any Street
Anytown, CA, 95632

DATED MATERIAL INSIDE

PSRST STD U.S. Postage PAID Permit # 310 RSM, CA 95638 Change Service Requested #8YNYKTE

CALL
949-481-0600
or visit us online at
www.WelcomeExpress.com

Let us turn your New Neighbors into Customers!



WHAT IS THE PRODUCT?

The Welcome Package is assembled specifically for each newcomer and personalized with the family's name. The package is placed in an eye-catching Welcome Folder and mailed in a colorful 10" X 13" Welcome Express envelope. A cover letter explains the contents of the package and encourages the new resident to visit Welcome Express' Online Resource Guide at www.OrangeCountyResourceGuide.com for more information about their new neighborhood.

Each family receives only one Welcome Package shortly after their move, BEFORE they become someone else's customer. The materials they receive are all "housed" in the sturdy, easily-stored Welcome Folder. Unlike stand-alone, generic mailers, this is a large package which demands attention!

This combination — various civic materials and gift certificates — all presented in a personalized, professional and official manner gives added credibility to your message and assures readership during the long shelf-life of the Welcome Package.

COMPANY HISTORY

Welcome Express has been welcoming newcomers to Orange County since 1986. Our Welcome Package arrives shortly after their move is complete. At this transitional moment in their lives, you have the opportunity to establish a new client and a long-lasting relationship. Welcome Express can give these new residents a compelling reason to contact you.

Orange County has one of the highest per capita household computer ownership rates in the country. Welcome Express takes advantage of this fact by providing a comprehensive Online Resource Center offering newcomers additional information to facilitate their immersion into the Orange County lifestyle.

WHAT IS THE MISSION?

Welcome Express produces and delivers a valuable package for newcomers containing civic information about their new community and gifts from various sponsor businesses in their area. It is the largest, most comprehensive package of its type they will receive after their move. It contains many useful tools to help newcomers settle into their new neighborhood and turn their new residence into their home. Our Welcome Packages are individually customized for each family and for each territory.

WHAT ARE THE BENEFITS?

- High readership per household without costly repetitive advertising
- First Chance at First Impression
- Branding & Image
- Long Shelf-Life
- New Customers

For more info visit www.WelcomeExpress.com and click on the Advertising tab to view our in-depth Powerpoint Presentation online!

WHY TARGET NEW RESIDENTS?

Resident Turn-Over:

- Up to 20% of your customers can be lost annually due to relocation.
- Replace them with newcomers to your area.
- Newcomers are eager to turn their new residence into their HOME. They have a long list of needs — Welcome Express targets these newcomers during their initial 6 to 12 month "prime buy time."

Welcome Express can help make your first impression a good one!

Spending & Loyalty Patterns:

- High level of excitement, optimism and momentum toward personalizing their home and finding new local services to replace those left behind.
- Less affected than regular consumers by economic factors: Within the first 6 months of their move they expect to spend and DO spend significantly more than other consumers.
- Less price sensitivity during the “settling in” process.

Receptivity:

- The cliché, “only one chance to make a first impression” certainly applies to the newcomer, who is busy forming impressions and developing new habits in their new surroundings. Those businesses which serve them well from the start will be rewarded with long term loyalty.
- Why spend your entire budget doing repeat advertising to an established base in an effort to rise above the noise of your competition? Remember, newcomers are not yet someone else’s customer – but they don’t know where you are or what you do until you tell them.

EACH SPONSOR RECEIVES:

Prominent Display Ad on Folder:

Prime locations with long shelf-life. Rates include full-color printing from customer-supplied, camera-ready artwork. Sponsor receives 5 Folders on completion of print run.

Newcomer Report

Folder sponsors are eligible to receive one Newcomer Report per calendar quarter for follow up mailing purposes. If requested, this report will be provided via e-mail in Excel format and will contain the names and addresses of the new residents in selected zip codes.

Online Ad

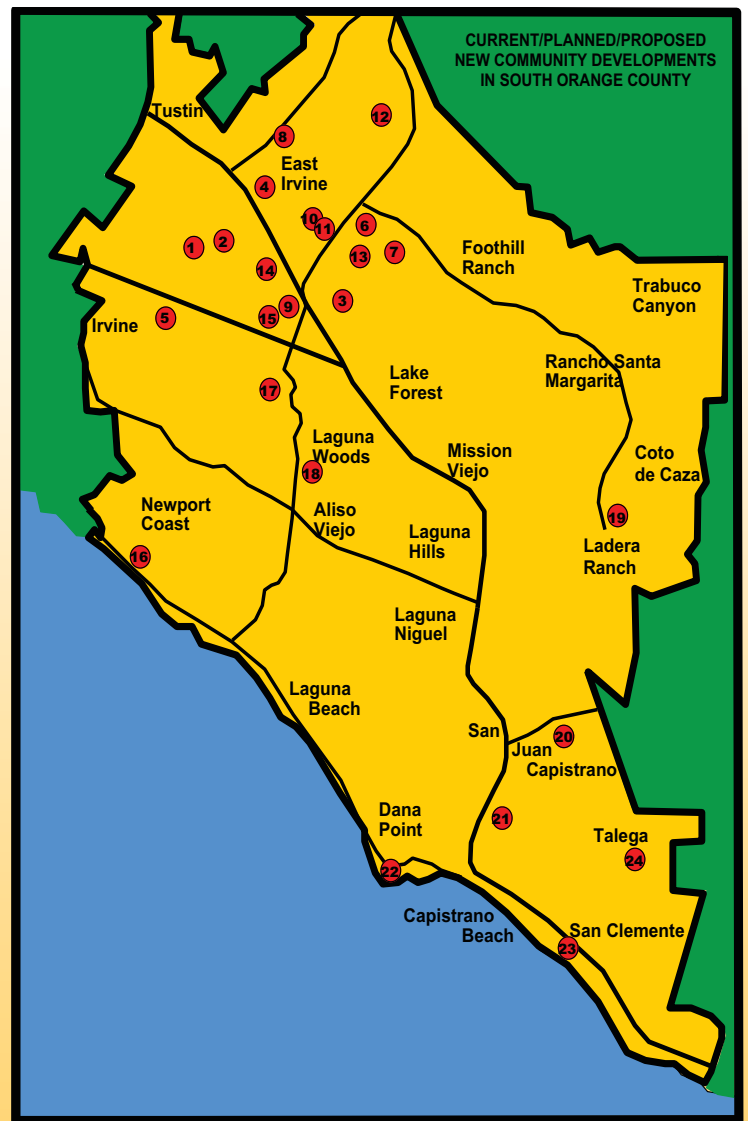
Sponsors will receive a comprehensive listing in Welcome Express’ Online Resource Center at www.OrangeCountyResourceGuide.com for the advertising period.

The website contains City and County Civic Information – giving newcomers immediate access to local resources.

In concert with Welcome Package print materials, the package is also geared to drive traffic to our website. This combination offers Folder Sponsors the best return on their advertising.

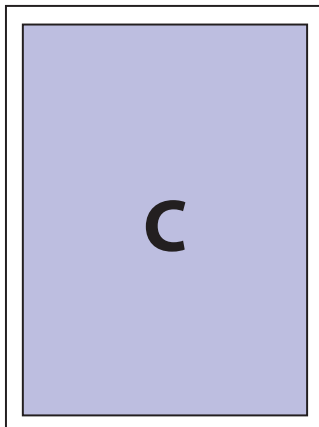
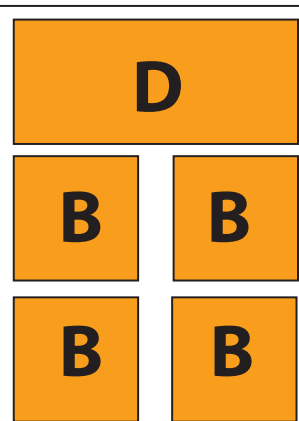
DISTRIBUTION AREA

Orange County Newcomers
(Tustin Ranch through San Clemente)



Red Dots = New Housing Developments

Call 949-481-0600 or go to
www.WelcomeExpress.com

INSIDE COVER RIGHT**OUTSIDE BACK****FRONT COVER**

647 Camino de los Mares, Unit 108-100

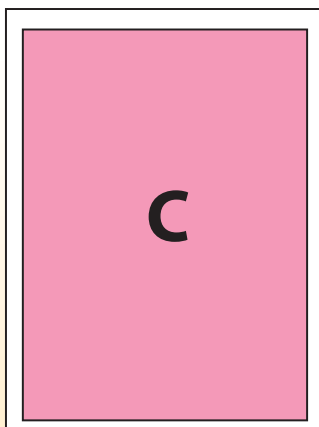
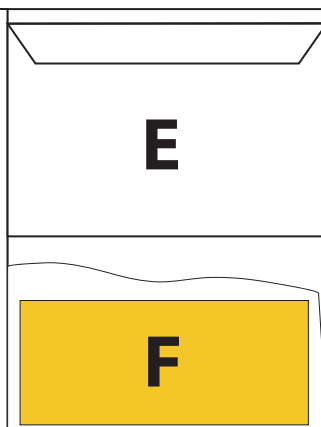
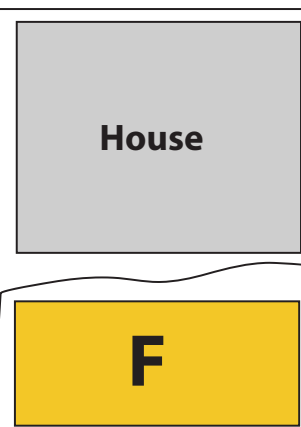
San Clemente, CA 92673

Phone: (949) 481-0600

Fax: (949) 496-1095

Email: welcome@WelcomExpress.net

www.WelcomeExpress.com

INSIDE COVER LEFT**MIDDLE PANEL****RIGHT PANEL****DIMENSIONS**

A	8"W x 6.5"H
B	3.5" x 3.5"
C	8"W x 11"H
D	8"W x 3.5"H
E	9"W x 6"H
F	8"W x 3.5"H

FOLDER SPECIFICATIONS

When folded, the full-color 3-panel Welcome Folder is 9" wide by 12" high. Two 1/4" inch spines on each side provide capacity. The gift certificate envelope is fastened to the upper portion of the center inside panel. The left pocket flap will hold the small printed material; the right pocket flap will contain larger printed material. The Folder is produced on 12 pt. heavy matte cover stock. To really make them 'pop' and enhance eye-appeal, the individual ads are coated with a high-gloss spot varnish.

FILES

We accept Digital Files in their native format:

Full resolution 300 DPI flattened CMYK image files (PSD, TIF, BMP, JPG).

Press Quality Adobe PDF files.

Vector Graphic Artwork produced only in Adobe Illustrator (AI) or CorelDraw (CDR) files, or derivative EPS files. Vector art must include embedded images and outlined fonts.

We do not accept native files produced in Microsoft Publisher, Microsoft Word, Microsoft PowerPoint, Adobe Pagemaker, Macromedia Freehand, or Quark Express.

All RGB color mode files will be converted to CMYK, and the advertiser accepts responsibility for any resultant color shifts.

Welcome Express does not guarantee color matching for any ad submissions.

When submitting artwork, we accept physical CDs, digital files, and we can provide Internet-based FTP access for larger files.

Double-check with your agency or designer as to these requirements.

A	Premier Folder Sponsor	Half-Page Horizontal—Outside Front Cover
B	Back Outside Cover	(4) One-Sixth Page Display Ads
C	Cover Sponsors	(2) Inside Covers Left & Right (full page)
D	Double size of B to 1/3 H	Outside Back Cover, Top Banner
E	Envelope Sponsor	Half-Page size Ad on Envelope, (Top Center Panel Location)
F	Flaps (pockets)	(2) One-Third Page Horizontal