

Welcome EXPRESS

Welcoming Newcomers Since 1986

ZONE SPONSORS MEDIA KIT

NATURAL SKIN Care
\$40.00 Gift Certificate
For use on any service.
 A Unique Place for Age Management and Professional Skin Rejuvenation and Renewal

Ultra Hair Salon
Complimentary Haircut & Style
 EXPERIENCE THE DIFFERENCE AN EXPERT CAN MAKE!
 Dedicated Employee Stylists
 Certified Color Specialists
 Exclusive Product Lines
 Computerized Hair History Maintained For All Clients

\$25 GIFT CERTIFICATE
Welcome, Neighbors!
 Welcome to the neighborhood. Take a night off and let us do the cooking.

Welcome EXPRESS
 Welcoming Newcomers Since 1986
 647 Camino de los Mares, #108-100, San Clemente, CA 92673
 www.welcomeexpress.com

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

PRSRT STD
 U.S. Postage
PAID
 Permit # 310
 RSM, CA
 92688
 Change Service Requested
 #81WYKTF

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

Let us turn your New Neighbors into Customers!



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 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.

Using information you provide, we prepare a personalized advertising message about your business. Your personalized message tells newcomers about your business and why it's special. Your gift certificate gives them an incentive to come into your establishment and try your product or service — before they become someone else's customer.

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.

DISTRIBUTION AREA

Orange County
Newcomers

(Tustin Ranch through
San Clemente)

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 ADVERTISE?

Over 1,000 newcomer families move in monthly within the 30+ Orange County zip codes we cover. A Newcomer Report of the families we have welcomed on your behalf is provided FREE to sponsors for follow-up. Welcome Express has been partnering with local cities and chambers to provide this special program — the "official welcome package" — for new residents since 1986.

WHY TARGET NEW RESIDENTS?

Resident Turn-Over:

- Up to 20% of your customers can be lost annually due to relocation.
- Replace them with newcomers who just relocated 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."

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:

Gift Certificate / Welcome Card

Wide array of color card-stock choices or full-color option available.

Advertorial

Complete description of what makes your business unique. What would you want us to tell them about you if we were sitting in their living room?

Newcomer Report

Each sponsor will receive a monthly listing (name & address) of the new residents that have received a Welcome Package.

Online Ad

Sponsors will receive a comprehensive listing in Welcome Express' Online Resource Center at www.OrangeCountyResourceGuide.com.

GETTING STARTED

Schedule a brief meeting with one of our welcome reps to view actual welcome packages. They can provide guidance and insight into how others within your industry have utilized our services. In that meeting, we can assess your needs, make recommendations and provide you with a custom rate quote based upon your level of participation.

We are not a "one size fits all" service: We offer maximum flexibility based on a multi-tiered program capability that is easily adaptable to a variety of business types and market needs. You can reach a handful - or hundreds - of families every month.

We even offer exclusive representation in selected industries and territories. Don't let the competition grab your spot in Orange County's Official Welcome Package! Call today and start reaching newcomers as early as next month.

Phone: (949) 481-0600 • Fax: (949) 496-1095

**Email: welcome@WelcomExpress.net
647 Camino de los Mares, Unit 108-100
San Clemente, CA 92673**

WELCOME EXPRESS HELPS SMALL BUSINESSES BUILD THEIR CUSTOMER BASE

"Your welcome service has proven to be a successful marketing vehicle for our company. Our redemption rate on our gift certificate has been excellent. We also enjoy a high ratio of repeat customer business. I would gladly recommend this service as an effective marketing source for many business types."

- Automotive Services

"As a result of your packet, every month we have several newcomers to San Clemente calling for appointments."

- Dental Practice

"We wanted to take a moment to express our thanks to you and your staff for an outstanding job. Your company has been known to us for many years and it was with confidence that we enlisted your services a few months ago. The results are very promising and we look forward to the continuation of our 'professional partnership'."

- Financial Planning

"I am pleased that I made the decision to become a sponsoring business with Welcome Express. We had ten gift certificates redeemed in the first month and in the five months we have been with Welcome Express; our business has already seen a 27% response rate!"

- Florist



"We have been using your welcome service since shortly after opening our doors for business four years ago. You have helped bring in many new home-owners to our restaurant and given us the chance to win new guests to our place. The cost is reasonable for the exposure and we will be continuing with your services."

- Mexican Restaurant

"We have been using your welcome service as a way to capture the new home-owner market for over 18 years. Over those years, we have secured many new clients and patients that have remained as loyal and long time customers."

-Veterinary Hospital

"We have tried a dozen different advertising venues and spent a lot of money with varied success. None of these delivers as high a percentage of qualified hits as Welcome Express."

- Window Fashion Store Owner

"Thank you for helping introduce new residents to our city. You provide a needed service and we greatly appreciate your efforts."

- Community Liaison for SJC

"Welcome Express has been instrumental in helping us achieve our goal of providing Irvine residents with a variety of services and resources. Through your service, they quickly connect with the community."

- Former Mayor

"Your welcome package was most beneficial in helping us with our home improvement projects. I used many of the recommendations."

- New Home-Owner in Laguna Niguel

"We received a lovely packet from Welcome Express with some wonderful gift certificates for local restaurants. Given the variety of restaurants in this area, we might not have tried these particular restaurants, had it not been for the welcome package. But we did try them and will definitely return."

- New Resident

Welcome EXPRESS
Welcoming Newcomers Since 1986

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

PROUD TO BE THE WELCOME EXPRESS PREMIER SPONSOR

Monarch HealthCare
A MEDICAL GROUP, INC.

We are Orange County!

Monarch HealthCare has proudly served the healthcare needs of Orange County for over a decade. More than 175,000 of your neighbors have chosen one of our private practice physicians.

Find out why.

Call us today to find a Monarch physician near you! (888) 767-2222