

Welcome EXPRESS[®]

Welcoming Newcomers Since 1986

WELCOME
FOLDER
MEDIA
KIT



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 Guide at www.OrangeCountyResourceGuide.com, which offers 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 12" 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.

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.
- Newcomers provide great "word of mouth" referrals. As a "get-acquainted" tool, newcomers are far more likely than established residents to share their new lifestyle experiences with neighbors, friends, & work associates. Let their enthusiasm work for you!
- 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.

Newcomer Report

Folder sponsors are eligible to receive optional Newcomer Reports for follow up mailing purposes. Upon request, 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 Ads

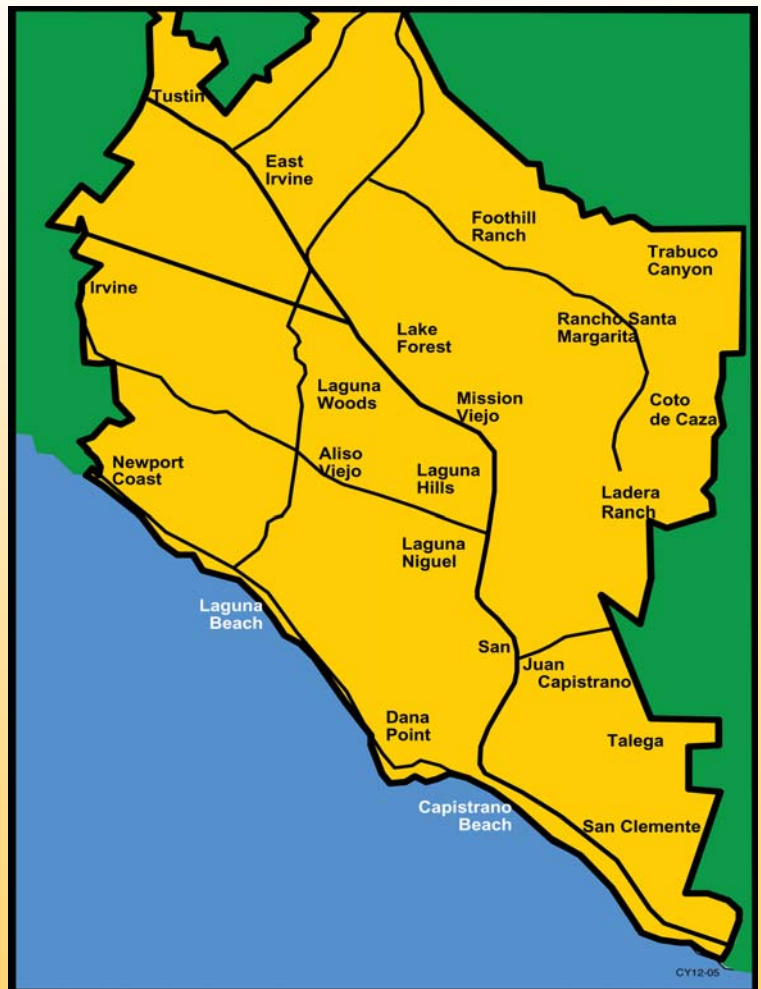
Sponsors will receive a full page Business Profile and 3 display ads in Welcome Express' Online Resource Center at www.OrangeCountyResourceGuide.com for the advertising period.

This website provides the most comprehensive information available about Orange County.

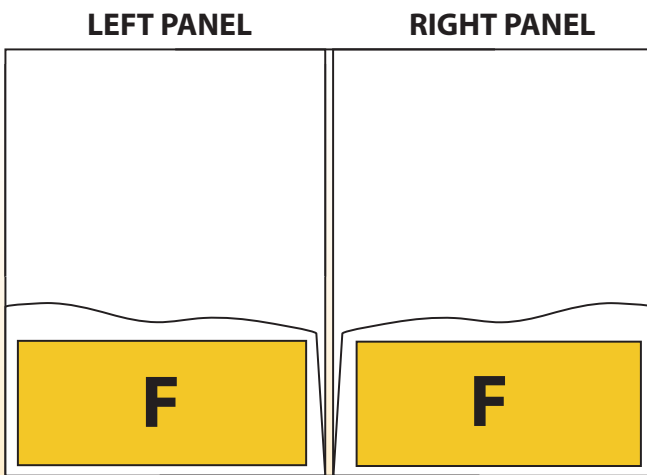
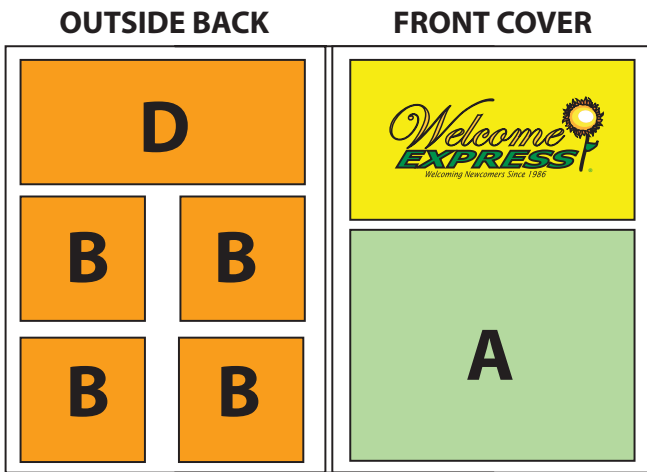
In concert with Welcome Package print materials, the package is also geared to drive traffic to our website. This combination offers Folder Sponsors the best return on their advertising.

DISTRIBUTION AREA

Orange County Newcomers (Tustin - San Clemente)



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



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

DIMENSIONS

A	8" W x 6.5" H
B	3.5" x 3.5"
D	8" W x 3.5" H
F	8" W x 3.5" H

FOLDER SPECIFICATIONS

When folded, the full-color 2-panel Welcome Folder is 9" wide by 12" high. Spine provides capacity. The Folder is produced on 12 pt. heavy glossy cover stock.

FILES

We accept Digital Files in their native format:

Full resolution 300 DPI flattened CMYK image files (TIF or PDF). Press Quality Adobe PDF files.

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
D	Double size of B to 1/3 H	Outside Back Cover, Top Banner
F	Flaps (pockets)	(2) One-Third Page Horizontal