



Separate from the pack with stand-alone postcards.

EFFECTIVE | AFFORDABLE | CONVENIENT | TARGETED



Are you ready to go solo?

Postcards give your message maximum exposure.



When it comes to reaching the right audience, setting yourself apart may be your best bet. TMS postcards mail independently from the magazine and are printed on heavier cardstock with a glossy finish on the front for additional impact.

Your success is *our* success.

We specialize in helping local businesses thrive.



“Direct mail still works.
It really still works.”

— Andy Fiffick | President and CEO, Rad Air Complete Car Care and Tire Centers

“I was in a seminar five or six years ago, and every instructor was saying, ‘Direct mail is dead, get out of it. Do everything digital.’ We stopped doing direct mail shortly, and our numbers fell — drastically. So we came back with a vengeance, and I’m never stopping again.”



A variety of ways to make a statement.

STANDARD

LARGE

XL

9"x5"

9"x6.125" or 11.5"x5"

9"x10"



Don't forget, postcards can be inserted into the magazine.

Check out our [TMS Inserts](#) brochure or visit townmoneysaver.com/inserts for more info.

Saturate an entire market with a *D-Card*.

Best Value

Each Town Money Saver magazine can be accompanied by *one* 9"x5" Detached Address Card, which we call a D-Card. Arriving at the same time as the magazine but as a separate piece of mail, the D-Card allows you to reach the entire market effectively and affordably.

Ask if the D-Card is available in your area.



Reach customers any time, anywhere.

Town Money Saver's solo postcard targeting options help you pinpoint addresses that are best for your business.



BASIC TARGETING

- Mail your postcard to **every address** in a chosen area — even if TMS doesn't operate there.*



SMART TARGETING

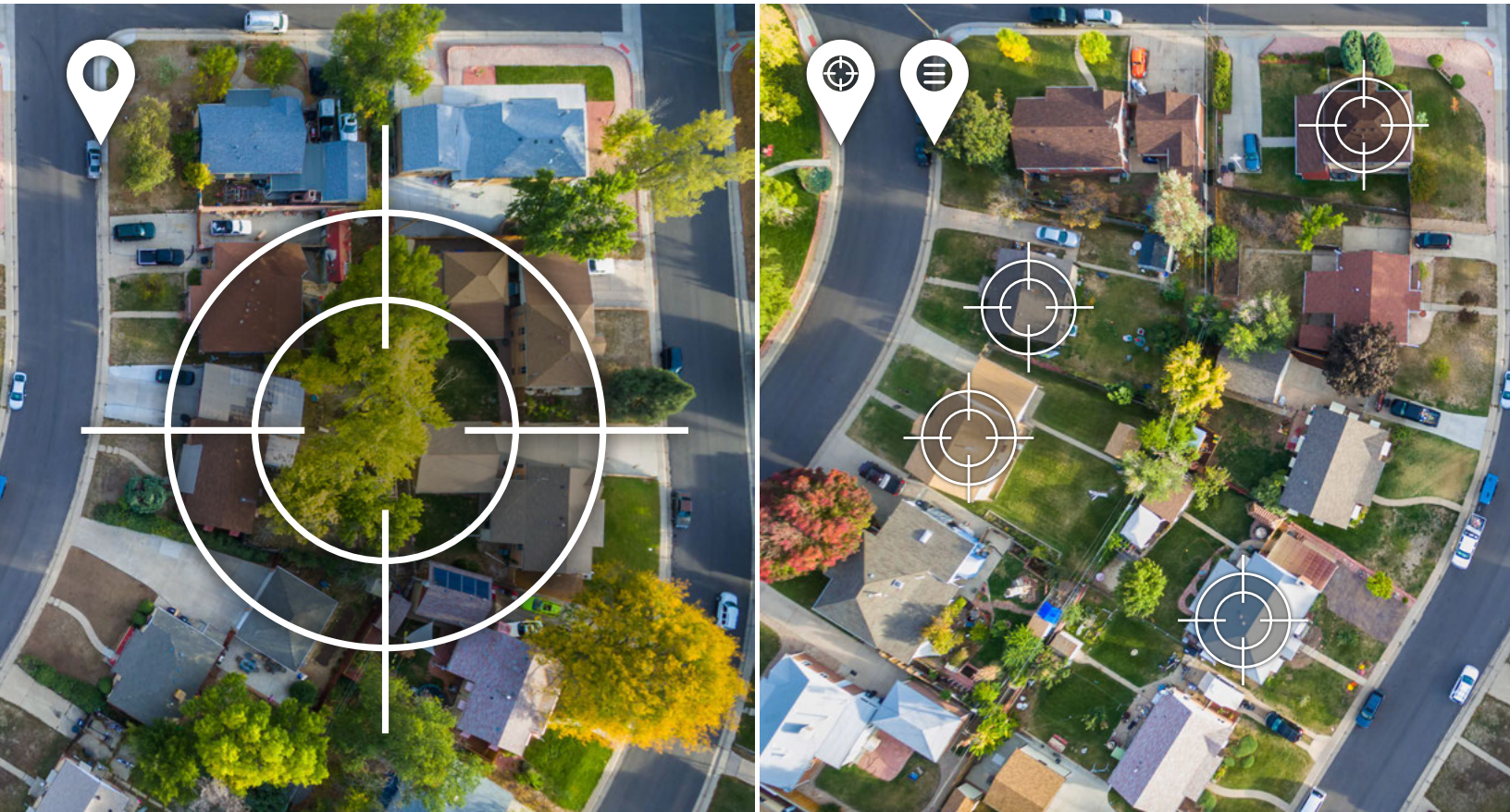
- Target distribution by selecting **specific addresses using demographic information**, such as home value, household income, average age, residential or business.*



EXACT TARGETING

- Distribute your postcard to a **custom address list** that you provide.*

* Minimum print order of 1,000 pieces required for mailing or 5,000 pieces for print only.



Town Money Saver®

Find more information about postcards at
townmoneysaver.com/postcards