

Kristopher A. Pierce
The Dingley Press
19 Lisbon Street
Lisbon, Maine 04250-6005



Free Inside:
Instant relief for the
headache of rising catalog costs!

For fast relief, fill this out and mail it in the morning.

If you're looking for a healthier bottom line on your next catalog, this reply card can get you started. Please take a moment to answer the four questions below. If you answer "yes" to all of them, continue to fill out the card. We'll be in touch with some helpful information on how you can use the Dingley RIGHTSIZE™ or the "slim jim" to your advantage. We'll also send you a free first-aid kit for your home or office – so when you think of relieving the pressure of cost increases, you'll think of The Dingley Press.



yes no
yes no
yes no
yes no

Is your catalog 8" x 10-1/8" or larger, or a slim-jim?
Is your catalog 32 pages or more?
Do you print 300,000 or more catalogs per run?
Is your catalog saddlestitched?

Name _____
Company _____
Address _____
City _____
Phone _____ Position _____
State _____ Fax _____
Zip _____

Please send us a sample catalog so we can immediately send you a proposal.
 Please have a salesperson call me. If you prefer, call us at 800-317-4574

Please tell us more about your catalog
Current Size _____ # of pages _____
Quantity per printing/ printings per year _____ paper (basis weight & grade) _____



119 LISBON STREET
LISBON, MAINE 04250-6005
TEL. 800-317-4574
FAX 207-353-9886

March 1996

Dear Cataloger:

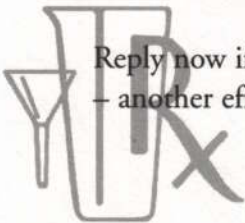
Postal reclassification and rate changes. Skyrocketing paper costs. It's enough to give you a migraine. But take heart with our prescription for fast relief. We absolutely can save you up to 10% right now on paper and postage by converting your standard 8-3/8" x 10-3/4" catalog to the Dingley RIGHTSIZE™ of 8" x 10-1/8".

As paper and postage costs continue to escalate, savings of up to 10% on these two largest catalog components could mean the difference between healthy profits and painful losses this year. Customers like Rivertown Trading Company, Edmund Scientific, and Hanover Direct have been pleased with the results of our RIGHTSIZE and we think the savings illustrated below will please you, too.

Standard Size 8 3/8" x 10 3/4"				Dingley RIGHTSIZE™ 8" x 10 1/8"			
Quantity	Paper	Postage	Total	Paper	Postage	Total	Savings
500M	\$89,500	\$107,000	\$196,500	\$80,000	\$99,000	\$179,000	\$17,500
1000M	\$179,000	\$214,000	\$393,000	\$160,000	\$198,000	\$358,000	\$35,000
2000M	\$358,000	\$428,000	\$786,000	\$320,000	\$396,000	\$716,000	\$70,000

Figures are based on 64 pages printed on 40 lb. coated #5 paper with current paper and postage costs as of 2-1-96.

Now *that's* a paper cut that feels good! And, we can help control costs in other ways, too. Because The Dingley Press has been in the catalog business for over 50 years, we understand not only what you need, but when you need it. Whether it's anticipating the effects of postal reclassification or devising a drop shipment program to optimize postage discounts and sales cycles, our goals are in tandem with yours. We can even convert your current size catalog to the Dingley RIGHTSIZE at no cost to you.



Reply now if you're sick and tired of rising catalog costs. You'll receive your *free* personal first-aid kit — another effective way to relieve headaches and minor pains.

Sincerely,

Christopher A. Pierce
President

P.S. We also have very competitive pricing on the postage-saving "slim jim" 6-1/8" x 10-1/8" format.