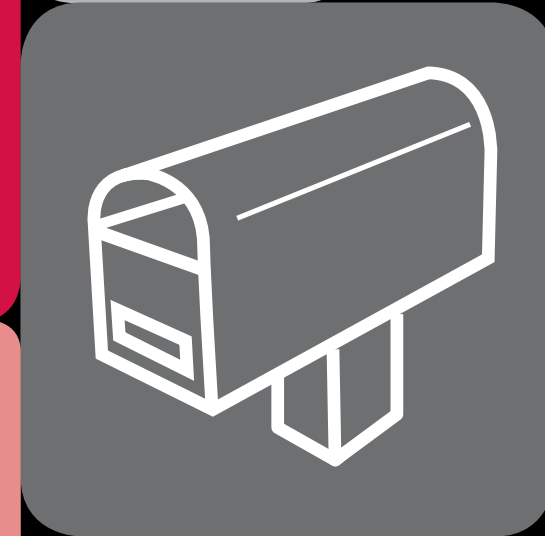


CONTACT DETAILS

BRANCH NAME	STATE	ADDRESS	PHONE	FAX
CANBERRA	ACT	Unit 2, 12 Wormald St, Symonston, 2609	02 6241 9999	02 6241 9911
NEWCASTLE	NSW	Unit 5/28 Pendlebury Rd, Cardiff, 2285	02 4957 4324	02 4952 6004
CENTRAL COAST	NSW	Tuggerah Business Park, Unit 1/14 Reliance Drive, Tuggerah, 2259	02 4351 2511	02 4351 1716
SYDNEY NORTH WEST	NSW	35/7 Salisbury Road, Castle Hill, 2154	02 9899 3322	02 9899 6649
SYDNEY SOUTH	NSW	Suite 3C, 124 Forest Road, Hurstville, 2220	02 8783 2952	02 9579 5235
ADELAIDE	SA	224 South Road, Mile End, 5031	08 8431 1700	08 8431 0366
DARWIN	NT	3/51 Albatross Street, Winnellie, 0820	08 8928 5000	08 8928 5050
DANDENONG	VIC	89 – 91 Monash Drive, Dandenong South, 3175	03 8787 9338	03 8787 9334
FRANKSTON	VIC	Suite 3, 108 -120 Young Street, Frankston, 3199	03 9770 2347	03 9770 2374
TULLAMARINE	VIC	Factory 9, 52-60 Garden Drive, Tullamarine, 3043	03 9330 0400	03 9330 0334
GEELONG	VIC	20 Essex Street, Moolap, 3221	03 5248 3666	03 5248 3966
BRISBANE NORTH	QLD	Unit 22A "South Pine Central" 302 South Pine Road, Brendale, 4500	07 3882 0099	07 3851 1333
BRISBANE SOUTH	QLD	Unit 6/7 Gardens Drive, Willawong, 4110	1300 139 613	07 3219 1911
GOLD COAST	QLD	8A Villiers Drive, Currumbin, 4223	07 5599 5744	07 5599 5744
PERTH	WA	19 Walters Drive, Osborne Park, 6017	08 9271 0098	08 9271 0093

SMALL BUSINESS MARKETING EXPERTS

FLYER DESIGN, **PRINT**, LETTERBOX DROPS & **ONLINE MARKETING**



WEBSITE www.ldn.net.au
 EMAIL info@ldn.net.au
 PHONE 1800 010 012



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GIVING SMALL BUSINESSES A BIG VOICE.



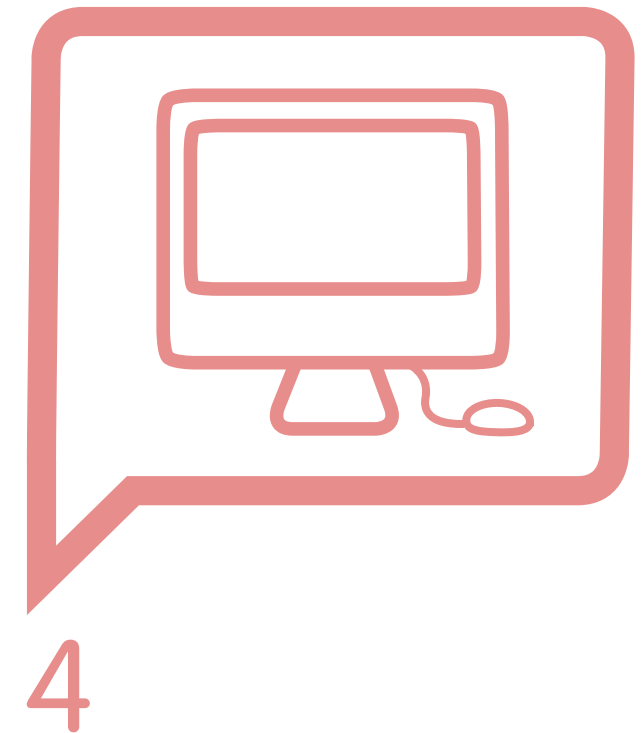
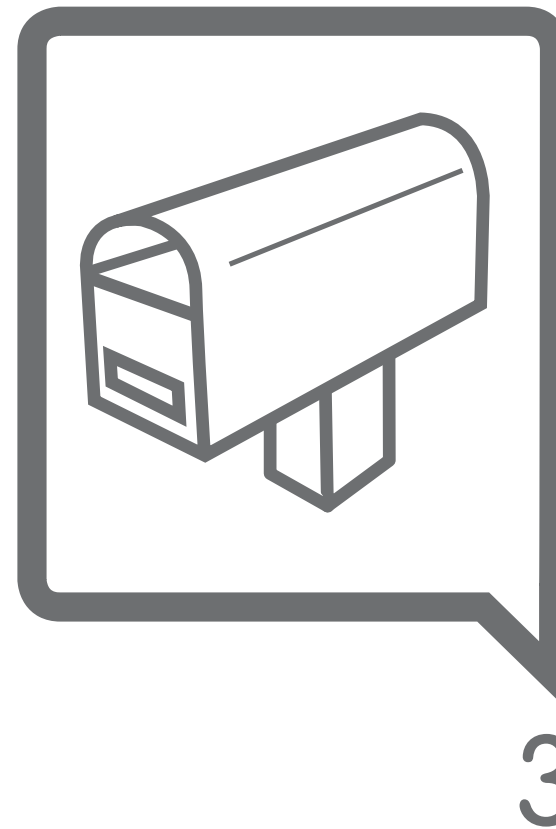
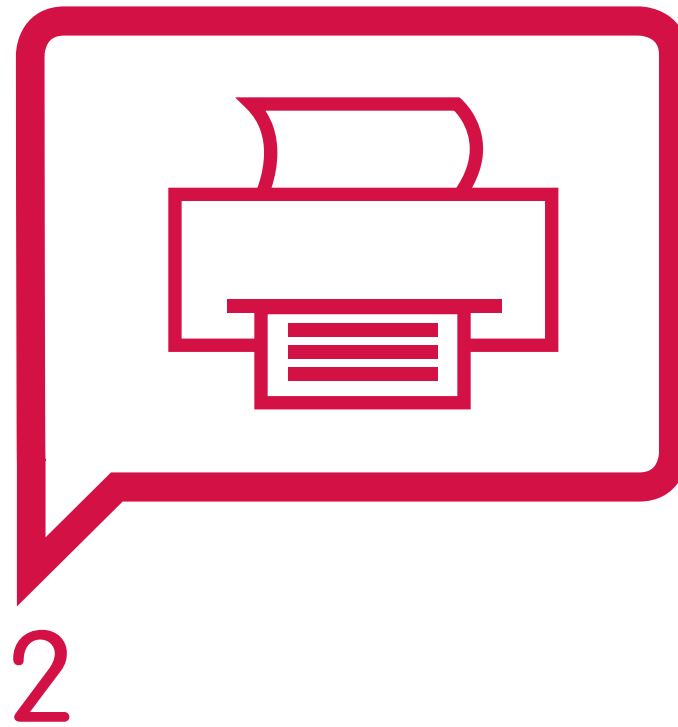
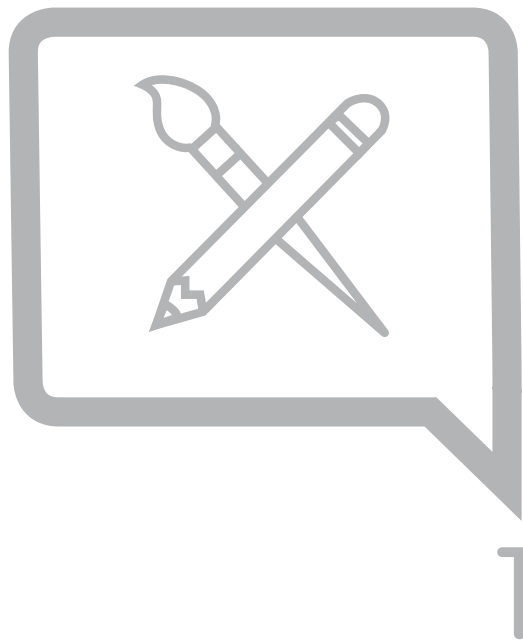
ABOUT US

THE LOCAL DIRECT NETWORK (LDN) IS A ONE-STOP-SHOP FOR THE DESIGN, PRINT AND DISTRIBUTION OF LETTERBOX ADVERTISING, PROVIDING A SIMPLE END-TO-END MARKETING SOLUTION FOR YOUR BUSINESS.

As a localised division of Salmat - Australia's largest customer communication business - LDN was developed to focus on servicing the needs of Australia's small to medium business market.

We have more than 30 years experience in letterbox distribution, and have the capability to deliver targeted letterbox campaigns to as little as 5000, or as many as 6 million households, all in just 2 days.

LDN's partnership with Salmat also enables us to provide smaller retailers with access to the 2 million people visiting Lasoo.com.au every month, Australia's number one pre-shop website.



ADVERTISING THAT WORKS

Letterbox advertising is one of Australia's favourite and most effective advertising channels. Not only is it highly targeted but it is also one of the most cost effective marketing channels available.

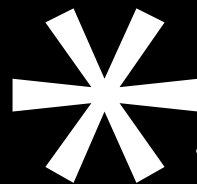
Why is it so popular? Consumers prefer promotional material in their letterbox because it's informative, it cuts down shopping time and it isn't obtrusive like other advertising.

Research also states that the global financial crisis has created substantial growth in the number of consumers reading promotional material in their letterbox.

Most importantly, letterbox advertising really works. Over 10,000 Australian small businesses use LDN to coordinate letterbox advertising that generates foot traffic, sales and growth within their business.



LETTERBOX ADVERTISING IS HIGHLY TARGETED AND CAN REACH MORE CONSUMERS THAN ANY OTHER MEDIA



TV, RADIO, NEWSPAPERS AND MAGAZINES CAN BE BETWEEN TWO AND TEN TIMES MORE EXPENSIVE THAN LETTERBOX ADVERTISING



LETTERBOX ADVERTISING PROVIDES A VERY EFFECTIVE WAY TO COMMUNICATE DETAILED PRODUCT INFORMATION AND MULTIPLE OFFERS

74% of people prefer to receive advertising in the letterbox*

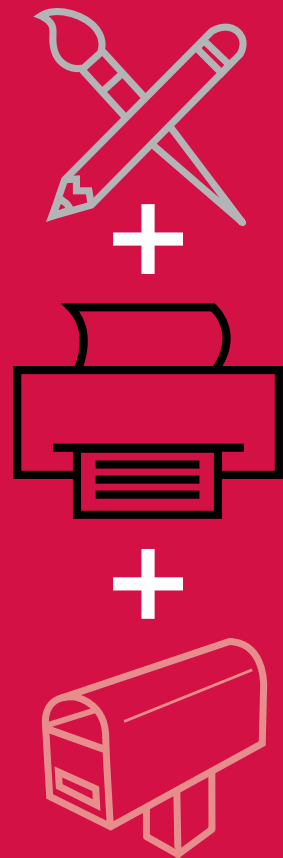
57% of males purchase as a direct result of receiving letterbox advertising*

55% of females purchase as a direct result of receiving letterbox advertising*

55-65% Australia's leading retailers spend between 55-65% of their entire marketing budget on letterbox advertising – BECAUSE IT WORKS!*

MAKING IT EASY

LDN TAKE CARE OF EVERYTHING FROM THE CONCEPT AND DESIGN TO THE PRINT AND DISTRIBUTION OF YOUR LETTERBOX ADVERTISING CAMPAIGN.



DESIGN

Our team of talented graphic designers can modify an existing design or start from scratch to create a flyer with maximum impact.

With a wealth of experience in the fundamentals of effective advertising we will ensure your piece of communication achieves the outcome you desire while grabbing people's attention, increasing brand awareness and helping to boost sales.

You may wish to provide instructions or even a sketch to point our designers in the right direction, or you may choose to leave it in their creative hands to design something unique and dynamic.



PRINT

Whether you utilise our design services or bring along your own design, LDN offer a range of print services selected specifically to meet the needs of small businesses.

To ensure your advertisement has maximum impact, we offer a range of paper stocks and sizes suitable for both single and double sided print.

LDN organise print for thousands of Australian businesses which means we are also able to offer an extremely fast turnaround and very competitive pricing.



DISTRIBUTION

Choosing the right areas to distribute your flyer is the key to a successful campaign.

At LDN we can help determine the most suitable areas for your letterbox distribution. Your areas may include every letterbox within a chosen post code, within a specific distance from your business, or that best match a specific demographic.

To make sure your advertising achieves the best outcome, it's important to reach as many of your potential customers as possible – and this might not necessarily be the people that live closest to your business. LDN can help you dig deeper and define exactly where your potential customers are most likely to live.

Over half of all in store purchases are now researched first on the internet. What does this mean? Retailers simply must offer consumers a way to find them online.

Lasoo is Australia's number one pre-shop website with over 1.5 million people visiting the site every month to find retailers that stock an item they want to purchase. Lasoo visitors are great shoppers too with the average user spending 8 minutes on site and 24% of people entering a store to make a purchase after conducting research on Lasoo.* That's why over 500 retailers now list their products on Lasoo.

For one flat fee, every item a retailer lists on Lasoo:

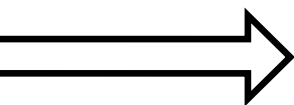
- * Will appear in all local Lasoo searches for your product
- * Will appear in Google searches for your product
- * Can be shared with friends using email, Facebook and Twitter



INSTANTLY EXTEND YOUR REACH ONLINE



BECOME DISCOVERABLE TO SEARCH ENGINES



ATTRACT MORE CUSTOMERS



INCREASE YOUR SALES

CASE STUDY STORAGE KING

As Australia's largest self storage company, Storage King specialise in temporary and permanent storage solutions, with many locations across the country.

Recognising that letterbox advertising is a powerful and cost effective medium Jason Keane from Storage King contacted his local LDN representative to organise a letterbox marketing campaign.

Engaging the complete mix, Storage King employed our graphic design, print management and delivery services.

"We now provide Storage King with a full marketing solution and print and deliver over 200,000

flyers a year for a number of their branches. Although local, our reach is endless. With 15 LDN branches across Australia we have the ability to provide a tailored solution for one suburb or expand our offer to a national campaign" Andrew Treasure, Business Development Manager, LDN Dandenong.

"The work we have coordinated through LDN has been highly successful. We have received an extraordinary response from our flyer delivery which in my eyes only highlights the effectiveness of letterbox advertising" Jason Keane, Operational Manager, Storage King.



WE HAVE RECEIVED AN EXTRAORDINARY RESPONSE FROM OUR FLYER DELIVERY WHICH IN MY EYES ONLY HIGHLIGHTS THE EFFECTIVENESS OF LETTERBOX ADVERTISING



NEED MORE SPACE AT HOME OR WORK?

Whether it is the home or business environment you need to free up, you will find the perfect storage solution at Storage King Fairfield.

At the company's extensive premises at the corner Grange Road and Darebin Road, Thornbury, you can store practically anything from household goods and garden settings to office furniture and filing cabinets. Nothing is too big or small for Storage King Fairfield, because providing flexibility is a key part of its service. "Our motto is Simple Storage Solutions; you give us the problem and we will provide the solution", said Manager Sally Verhoeven, and by the looks of it the customers are taking this slogan to heart. Since opening in the year 2000, the company has already seen the addition of 500 units with plans to add even more in the future. We have storage areas available from as little as 2 sq metres right through to 30 sq metres.

The storage area is an alarmed, secure lock up space, where the customers hold their own key so they can access their belongings 7 days per week.

Customers range from house owners planning a renovation to businesses that have expanded as they have run out of space. As many people would attest, using the services of Storage King Fairfield is as simple as making a phone call. From there, the staff will take care of everything from advising on storage size, to assisting with transport arrangements.

The staff at Storage King Fairfield are always happy to help with an over the phone quote or home appraisal. There is even a free move-in service where an enclosed trailer can be provided to assist you with your move!

For more information, contact the team at Storage King Fairfield, located at the corner of Grange Road and Darebin Road, Thornbury. Phone 03 9499 6544

50% OFF ALL STORAGE

Running out of space?

Storage King Fairfield is offering new customers 50% off storage for the first 3 months when you store. With 7 day security access, packing materials and free move in service, you won't find a better storage solution.

STORAGE KING FAIRFIELD
Corner of Grange Road and Darebin Road, Thornbury VIC 3071

Call 9499 6544

MARKETING MADE EASY

DESIGN

1 YOUR FLYER SHOULD FOCUS ON THE SINGLE THING YOU WANT CUSTOMERS TO KNOW ABOUT YOU.

Placing too much information on a flyer is a common mistake and can limit the effectiveness of your marketing campaign. It is extremely important to identify a single key message that you want to communicate, rather than bombarding the reader with too many pieces of information. Of course, your flyer can contain more than one message, but you should try and focus in on the one that matters most – the one you want readers to remember.

3 THE ATTENTION SPAN OF A READER IS SHORT. YOU SHOULD TRY TO INCLUDE ONLY THE MOST RELEVANT AND IMPORTANT INFORMATION ON YOUR FLYER. REMEMBER 'LESS IS MORE'.

It's common for consumers to browse quickly over the top of their mail looking for anything of interest - and this is the moment you have to grab their attention.

Use emotional words and images and make sure the benefits of your business stand out.

If your flyer displays a lot of words and requires too much effort to understand, you may have missed an opportunity to make a statement.

To test your flyers effectiveness pretend you don't know anything about your business and review your flyer as if you've never seen it before. If your flyer is too busy and complicated, try to cut it back. A great way to test the effectiveness of your communication is to ask a friend to name one thing they remember after reading your flyer.

2 GIVE READERS A REASON TO REACT TO YOUR CAMPAIGN NOW.

In the advertising industry this is called a 'call to action'. If you don't give people a reason they need to respond to your advertising almost instantly, they may not respond at all. That's why all the big catalogues and TV ads say 'sale ends soon' or 'on sale this week only'. A discount or special price that is available for a limited time is the most common way to get customers to call you or come in to see you.



BEFORE

AFTER

MARKETING MADE EASY

PRINT PRODUCTION

At LDN our goal is to make the process of ordering a job as easy and simple as possible. We do this by arming you with all the information required to ensure your marketing campaign is exactly how you picture it.

The print process can be daunting for those not familiar with it. To help you understand the key terminologies and basic print production language we have developed the following guide.

STOCK INFORMATION

The 'gsm' is the weight of the paper. It is measured in grams per square metre "gsm". The thickness of the paper can also help to establish the quality of the product or service you are selling. Generally speaking, thicker paper (heavier stock) is perceived to be higher quality – and this can reflect on the products or services you are selling. The general rule of thumb is the 'thicker the better'.

* **LESS THAN 80GSM** - typically used for high quantity print runs such as retail catalogues and weekly magazines.

* **80GSM** - is generally used for laser printing, photocopying and office use.

* **115GSM** - is used for glossy magazines and single sided flyers.

* **150GSM** – ideal for double sided flyers, brochures, pamphlets, and booklets. The heavier the weight, the more "upmarket" the feel.

* **200GSM & 250GSM** - used for magazine and booklet covers. Robust enough to give some stiffness when used in a publication, but not quite heavy enough to be used on its own for cards etc.

* **300GSM** - used for greeting cards and postcards.

* **350GSM** – business cards, presentation folders.

Remember lighter stocks are more transparent which means they may not be suitable for double sided print. Also, the rigidity of a stock does reduce as the size of the item gets bigger simply because the greater surface area makes it feel more floppy. So if you go up in size, up the stock weight too.

DOCUMENT SIZE

We offer a range of paper sizes, all of which provide plenty of room for you to communicate your message. The biggest paper size won't necessarily have any more impact than the smallest; it's more about the message you print on the flyer than the physical size.

PAPER SIZES

A0
1188 X 841MM

A1
840 X 594MM

A2
594 X 420MM

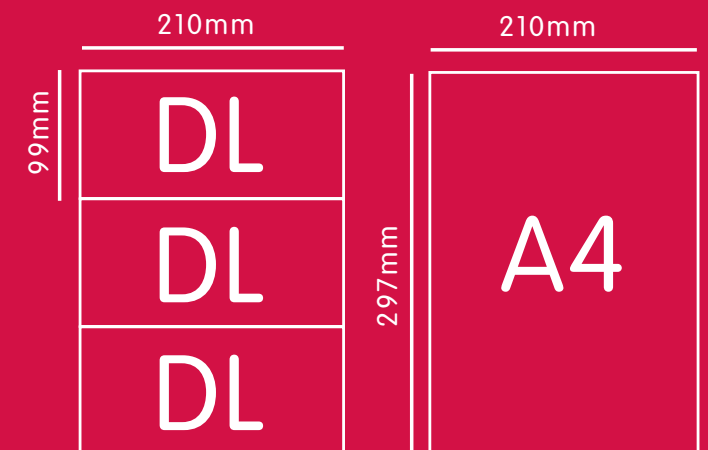
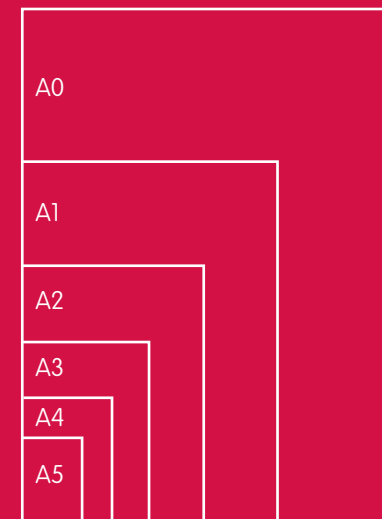
A3
420 X 297MM

A4
297 X 210MM

A5
210 X 148MM

A6
148 X 105MM

DL
99MM X 210MM

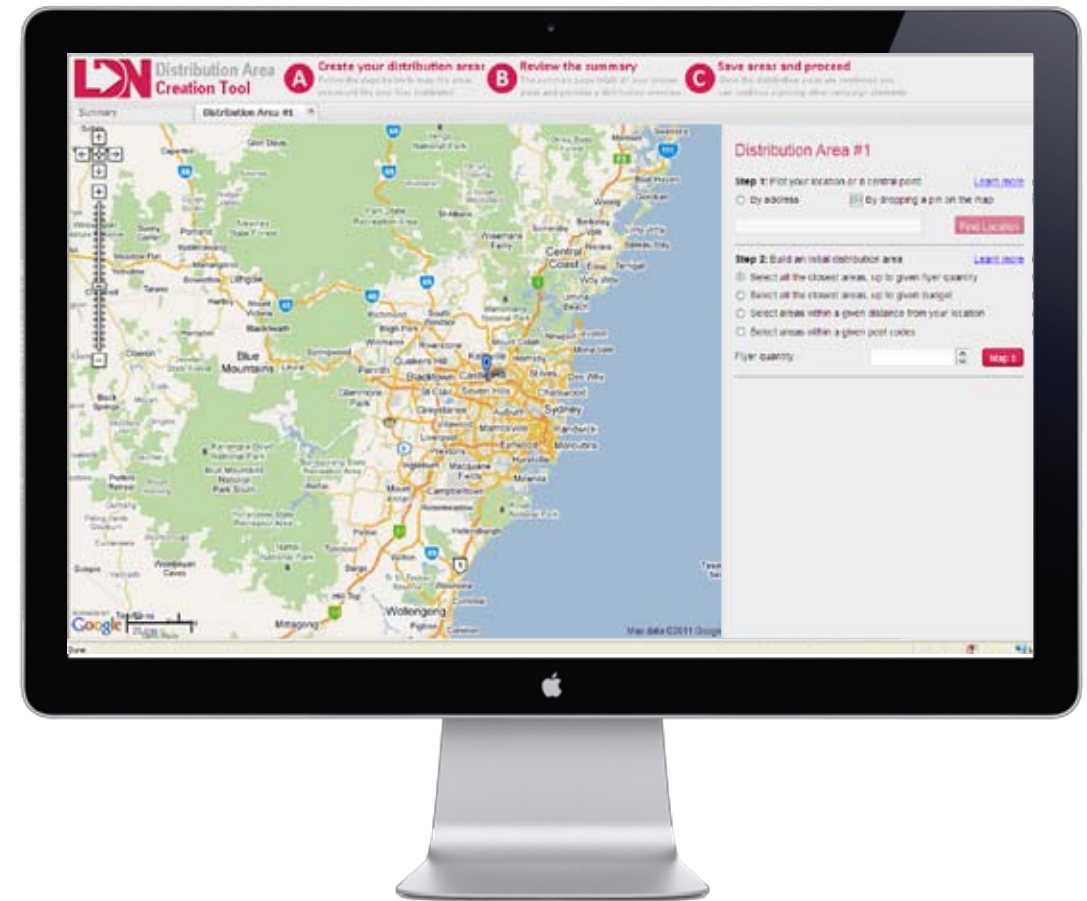


ONLINE CAMPAIGN MANAGEMENT

- * Submit a creative brief or upload a design you already have
- * Select your paper size and quantity
- * Choose the areas you want your flyers delivered
- * Extend your offer to LASOO.COM.AU
- * Request a quote or book at the click of a button!



I AM EXTREMELY BUSY, SO IT'S GREAT TO LOG ON AT A TIME THAT SUITS ME.



**FOR A FREE QUOTE LOG ON TO
www.ldn.net.au**



**THE RIGHT MESSAGE
IN THE RIGHT
LETTERBOXES WILL
DRIVE A SIGNIFICANT
INCREASE IN SALES.**

