

LETTERBOX ADVERTISING EXPERTS

Design

Print

Distribution



LDN
LOCALDIRECT
NETWORK

ABOUT US

More than 17,263 Australian businesses trust us to deliver. That's why we are the industry leader in letterbox advertising, delivering to any street, during any week!

" We have received an extraordinary response from our flyer delivery which in my eyes only highlights the effectiveness of letterbox advertising."

– Operational Manager, Storage King.

The Local Direct Network (LDN) is a one-stop-shop for the design, print and distribution of letterbox advertising, providing a simple and affordable end-to-end marketing solution for your business.

LDN service the needs of Australian small businesses. Powered by Salmat – Australia's largest communication business, we are able to draw on more than 30 years' experience in letterbox distribution, providing the capability to deliver targeted letterbox campaigns to as little as 5,000 homes, or up to as many as 6.6 million, all in just 2 days. Our self-service portal also enables busy people to quote & book online. You can design your flyer, order print and select the individual areas for your targeted letterbox drop in less than 5 minutes.





29

thousand
campaigns
distributed last
year alone.

33

years
experience
in letterbox
distribution

IT WORKS

Letterbox advertising is the preferred advertising channel for a large majority of Australian businesses, large and small. Not only is it highly targeted but it is also one of the most cost effective mass 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.

Additionally, where other traditional marketing channels are in decline, and digital media brings its own unique challenges, letterbox advertising is today more effective and easier to organise than ever before.

Most importantly, letterbox advertising works. LDN delivered over 29,894 letterbox advertising campaigns last year alone, generating foot traffic, sales and growth for thousands of Australian small businesses.

Visit LDN.net.au and use our online Response Calculator to see how some quick calculations will demonstrate that a fetching flyer design with a strong call to action can deliver a significant return on your investment.

FAST FACTS:

01

Big brands do it. Because it's advertising that works!

02

TV, radio, newspapers and magazines can be between 2 and 10 times more expensive than letterbox advertising.

03

With letterbox advertising you can tailor your campaign and hand pick the delivery areas most relevant to your business.

88%

of people that receive
letterbox advertising
read or look into it**

65%

Australia's leading
retailers spend up
to 65% of their entire
marketing budget on
letterbox advertising*

60%

of recipients are
more likely to read
Unaddressed Mail as
a result of the GFC**

54%

of recipients also said
that the letterbox
advertising influenced
their decisions**

Source:

* Unaddressed Advertising Material Research, Sweeney Research, July 2009

** Persons aged 14+. Roy Morgan Single Source, April 2012 – March 2012

IT'S EASY



LDN can take care of everything from concept and flyer design, to the print and distribution of your letterbox advertising campaign.

“LDN’s one-stop-shop service makes setting up and distributing our letterbox advertising campaigns an effortless process.”

– Events Manager, Rydges South Park, Adelaide.

Design

Our team of talented graphic designers can modify an existing flyer design or start from scratch to create an engaging customised flyer for your business. In as little as 2 business days.

With loads of experience and flare in effective advertising design, we will ensure your flyer communicates your desired message, plus grabs people’s attention, increases brand awareness and helps to boost sales.

You can provide instructions or even a sketch to brief our designers on your requirements, or choose to leave it in their creative hands to design something eye catching and unique for you.

Feeling creative? Our self-serve online portal gives you the ability to create your own flyer design, and has numerous templates to choose from. It’s also free! For inspiration, we have loads of regularly updated industry specific flyer design examples for you to browse on our website.



Print

Whether you utilise our design services or bring along your own design, LDN offer exceptional print services specifically aimed to meet the needs of small business.

This means we are able to offer fast turn around print services of extremely high quality, with very competitive prices.

To ensure your enticing flyer design stands out from the crowd and reaches your audience and also falls within your marketing budget, we provide a select range of economical and premium paper stocks and sizes suitable for both single and double sided print. Magnet backings too!

In a matter of clicks our self-serve online portal will show how competitive our print and letterbox distribution packages are.

Our friendly team of letterbox advertising experts are also on hand, ready to take your call for any questions or to help organise print requirements specific to your campaign needs.

Distribution

Choosing the right areas to distribute your flyer is a key element 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 or within a specific distance from your business. We can also help you define exactly where your potential customers are most likely to live.

We guarantee that our distribution methodology and network of distributors are the very best in the industry. Watch our short and informative 'How We Do It' video on the distribution page of our website to see why.

More than 17,263 Australian businesses trust LDN to deliver. Which is why choosing LDN, you're in the hands of the most trusted letterbox distribution network in Australia.

QUOTE & BOOK ONLINE

“LDN’s distribution mapping gave us the ability to hand pick the most relevant areas to target to achieve best possible results.”

– Director, Trueline Patios & Extensions.

The intuitive LDN self-serve portal is the first of its kind in the world. It’s the ultimate one-stop-shop, allowing you to quote and book your entire campaign online!

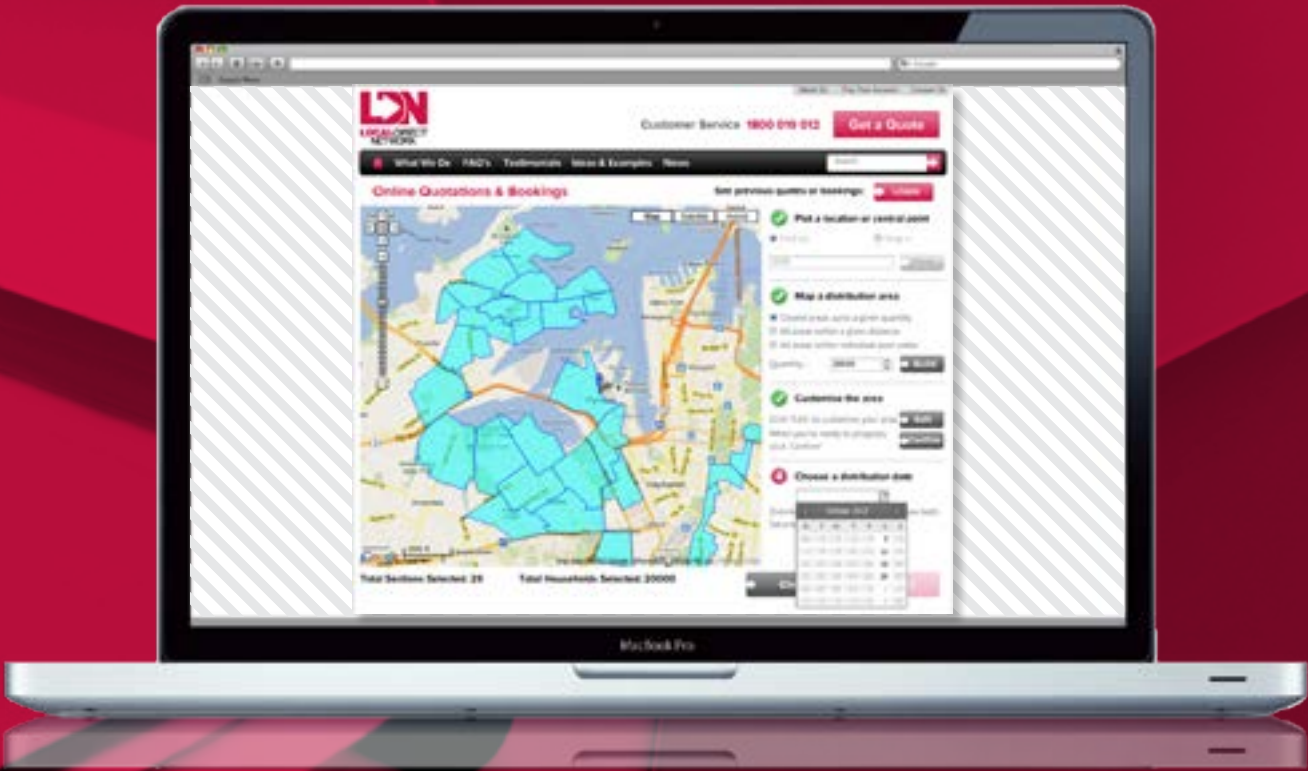
Customise your exact distribution areas with our powerful Google maps integrated system in a matter of clicks.

Choose your desired print requirements, including size and stock, single or double sided.

Design your flyer online using a selection of industry specific templates, upload one of your own existing designs or even request the help of our professional graphic designers.

“The online portal lets me quote & book my campaigns when it suits me.”

– Owner, Fresh Skincare.



**“TARGET A
LETTERBOX
CAMPAIGN TO
ALMOST ANY
STREET, DURING
ANY WEEK!”**



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1800 010 012
www.ldn.net.au
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