



**\*\*\* New for 2007 \*\*\***  
**Now Your Restaurant Clients Can Send  
 Direct Mail To Their Customers Too  
 And You'll Make Money When They Do!!**

<http://www.RMdirectmail.com>

To compliment ASI's philosophy of helping its resellers become a "one-stop-shop," MSP Digital Direct has built a Restaurant Manager-branded, web-based direct mail ordering site complete with customizable templates for a multitude of restaurant types (and we're adding more all of the time)! Now your independent restaurant clients can compete with even the largest chains by mailing coupons directly to customers that live near their restaurant! In addition to providing the best POS system on the market and unmatched Web Services, you can now offer direct mail marketing services – and make money doing it!

Quantity of Postcards Ordered	250	500	750	1000	1500	2000
Retail Price Per Piece (List & Postage Extra)	\$0.56	\$0.48	\$0.44	\$0.42	\$0.40	\$0.39
ASI Reseller Rebate Per Piece Ordered	\$0.06	\$0.06	\$0.06	\$0.06	\$0.06	\$0.06
<b>ASI Reseller Total Cash Rebate Per Order</b>	<b>\$15.00</b>	<b>\$30.00</b>	<b>\$45.00</b>	<b>\$60.00</b>	<b>\$90.00</b>	<b>\$120.00</b>

Quantity of Postcards Ordered	2500	3000	3500	4000	4500	5000
Retail Price Per Piece (List & Postage Extra)	\$0.38	\$0.37	\$0.36	\$0.35	\$0.34	\$0.33
ASI Reseller Rebate Per Piece Ordered	\$0.06	\$0.06	\$0.06	\$0.06	\$0.06	\$0.06
<b>ASI Reseller Total Cash Rebate Per Order</b>	<b>\$150.00</b>	<b>\$180.00</b>	<b>\$210.00</b>	<b>\$240.00</b>	<b>\$270.00</b>	<b>\$300.00</b>

Restaurateurs can easily customize a postcard with their restaurant's logo and a custom coupon. They can also upload their own customer database, after exporting it from Restaurant Manager, or purchase a list of potential customers that live near their restaurant. Restaurateurs can even sign up for a monthly New Movers Program and mail to every person that moves into their neighborhood every month.

**Please see Chris Wright during meeting breaks to learn more, view a demo and  
 take home brochures explaining the program to your restaurateurs.**

MSP Digital Direct offers a complete range of services, from marketing strategy to creative development, data processing, print production, lettershop services and logistics. As a leading direct marketing company, MSP, founded in 1955, produces 400 million pieces of mail per year in its 150,000-square-foot facility.

**Chris Wright – MSP Digital Direct – Director of Sales & Marketing**  
 1-800-876-3211 x1357 – [cwright@msp-pgh.com](mailto:cwright@msp-pgh.com) – <http://www.mspsdigitaldirect.com>