



RSVP[®]
PUBLICATIONS



Over 23 Years Perfecting The Best Direct Mail *Formula* For Your Success!

1 Proprietary Lists

Over 23 years experience compiling the best lists... Hand Selected to be the most qualified homeowners.

2 Quality Design

You have one second to make an impact. Our design team knows exactly how to transform that second into sales leads for your business.

3 Cost Effective

RSVP costs pennies per home. Every dollar spent goes toward reaching a specialized market... Qualified Owner-Occupied Homeowners.

4 Quick Response

The week your card hits the street, the leads start pouring in...and they continue for weeks, months and sometimes years!

5 Trackable Leads

With RSVP, you'll know exactly how your Ad is performing by tracking every lead.

6 Avoid The Clutter

Postcards are much more distinctive than other forms of Direct Mail - attractive and uncomplicated they are hand-held billboards.

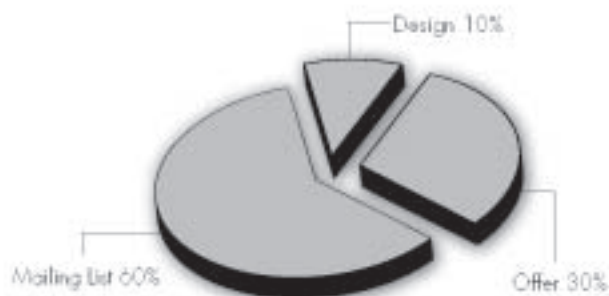
7 Return on Investment

After 23 years, we know what works and we know what does not work. We enjoy an 82% overall re-sign rate because we regularly deliver high quality sales leads to our clients.

60% of Your Direct Mail Success Is Determined by the Quality and Accuracy of the Mailing List.

Our Proprietary Mailing Lists are continually updated. Actually *Hand Picked* to insure the most exclusive owner-occupied homes. No apartments, no renters, *Just Upscale Homeowners.*

RSVP will deliver your message to the most upscale homeowner in a package designed to *Enhance Your Image and Produce Results.*



Meet The Average RSVP Homeowner...



- Top Earners: Doctors, Executives, Owners, and Hi-Tech Professionals.
- Big supporters of the arts and charities.
- Active investors in the stock market.
- Dine out often, particularly in fine restaurants.
- Have the highest income and savings levels.
- Continuously improving their homes.
- Own 2 or more luxury automobiles.
- Travel extensively for business and pleasure.
- Spend significant amounts on designer brands.
- 86% are married with children.
- Highly educated.

"If They Can Afford Your Product or Service, They Are On Our List!"

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Using The Right Formula. Reaching The Right Homes. Getting The Right Results.

Built for Success...**There is a reason 82% of our clients return:
RSVP® Gets Reliable, Long Term Results.****Direct Mail
That Delivers**

Pinpoint Your Target Market
RSVP targets only high-end, affluent homes using our hand picked lists.

RSVP Promotes Action

RSVP postcards can be responded to in four distinct ways: they can be mailed back, returned to the store, customers can call-in or visit the website.

Image Enhancing RSVP's quality is second to none. Each card has a gorgeous, full color, high gloss finish. Consumers write to RSVP and ask to be kept on or placed on the mailing list.

**Facts That
Support Results**

90% of Postcards received in the mail are read immediately.

(USPS)

85% of people who sort the mail are primary decision makers on household spending.

(USPS)

Only 11% of all newspaper ads are read. Ad sizes of 1/8 and 1/4 are rarely seen.

(Simmons)

Single page exposure ensures individualized attention for your ad!

Over 23 Consecutive Years of Success with RSVP®

"I must declare this promotion an unqualified success for the Carnelian Room. Our results speak for the unrivaled quality of your product. The Carnelian Room is certainly proud to be part of this fine publication. I look forward to a long and profitable relationship."

- Carnelian Room
1985 through 2008

"Over 15,000 Repeat Advertisers Have Built RSVP® into their Successful Business Plans."



RSVP® Regularly Reaches Over 11 Million Of The Most Affluent Owner-Occupied Homes In America.



WEST

	AVG. HOME	INCOME
Albuquerque, NM	\$ 243,000	\$ 80,000
Bakersfield, CA	\$ 225,000	\$ 85,200
Boise, ID	\$ 226,000	\$ 94,000
Colorado Springs, CO	\$ 285,623	\$ 94,256
Denver, CO	\$ 403,088	\$ 133,019
Fresno, CA	\$ 350,000	\$ 115,000
Hawaii, HI	\$ 925,000	\$ 304,000
Inland Empire, CA	\$ 371,918	\$ 123,973
Las Vegas, NV	\$ 385,000	\$ 120,000
Los Angeles, CA	\$ 850,000	\$ 285,000
Marin, CA	\$ 900,000	\$ 109,000
Monterey, CA	\$ 850,000	\$ 155,000
Napa/Solano, CA	\$ 432,000	\$ 92,000
Northern California, CA	\$ 384,000	\$ 76,800
Olympia, WA	\$ 316,000	\$ 104,000
Orange County, CA	\$ 995,377	\$ 205,000
Pasadena, CA	\$ 815,000	\$ 185,000
Phoenix, AZ	\$ 500,000	\$ 150,000
Portland, OR	\$ 401,757	\$ 133,000
Reno/Tahoe, NV	\$ 280,000	\$ 75,000
Sacramento, CA	\$ 450,000	\$ 125,000
Salt Lake City, UT	\$ 360,000	\$ 125,000
San Diego, CA	\$ 775,000	\$ 160,000
San Francisco, CA	\$ 784,000	\$ 258,000
San Fran. East Bay, CA	\$ 665,000	\$ 219,000
San Mateo, CA	\$ 694,000	\$ 229,000
San Joaquin, CA	\$ 350,000	\$ 100,000
San Luis Obispo, CA	\$ 490,000	\$ 123,000
Santa Barbara, CA	\$ 875,000	\$ 186,000
Santa Clara, CA	\$ 825,000	\$ 230,843
Santa Cruz, CA	\$ 850,000	\$ 155,000
Santa Fe, NM	\$ 402,474	\$ 132,000
Seattle/Tacoma, WA	\$ 425,000	\$ 140,000
Snohomish, WA	\$ 345,000	\$ 115,000
Sonoma, CA	\$ 580,000	\$ 87,500
Southern Oregon, OR	\$ 378,480	\$ 65,158
Spokane, WA	\$ 209,000	\$ 86,500
Stanislaus, CA	\$ 350,000	\$ 100,000
Tucson, AZ	\$ 450,000	\$ 125,000
Ventura, CA	\$ 875,000	\$ 186,000

CENTRAL

	AVG. HOME	INCOME
Akron, OH	\$ 263,000	\$ 101,000
Austin, TX	\$ 387,962	\$ 127,950
Chicago, IL	\$ 500,000	\$ 150,000
Cincinnati, OH	\$ 264,000	\$ 133,000
Cleveland, OH	\$ 323,757	\$ 118,000
Columbus, OH	\$ 285,000	\$ 146,000
Dallas/Ft. Worth, TX	\$ 415,000	\$ 140,000
Dayton, OH	\$ 264,000	\$ 133,000
Des Moines, IA	\$ 271,000	\$ 108,000
Detroit, MI	\$ 416,000	\$ 111,000
El Paso, TX	\$ 221,740	\$ 84,261
Houston, TX	\$ 352,000	\$ 150,000
Indianapolis, IN	\$ 291,000	\$ 96,000
Jackson, MS	\$ 200,000	\$ 98,000
Kansas City, MO	\$ 270,000	\$ 120,000
Las Cruces, NM	\$ 280,569	\$ 92,238
Lexington, KY	\$ 185,000	\$ 98,000
Louisville, KY	\$ 197,000	\$ 90,000
Madison, WI	\$ 256,000	\$ 99,000
Mahoning Valley, OH	\$ 225,000	\$ 115,000
Memphis, TN	\$ 298,000	\$ 98,000
Milwaukee, WI	\$ 251,000	\$ 119,000
Mpls./St. Paul, MN	\$ 434,000	\$ 142,000
Nashville, TN	\$ 301,000	\$ 99,000
Oklahoma City, OK	\$ 199,000	\$ 98,000
Omaha, NE	\$ 240,000	\$ 93,000
Rockford, IL	\$ 246,000	\$ 81,000
San Antonio, TX	\$ 236,000	\$ 118,000
Sioux Falls, SD	\$ 161,200	\$ 63,700
St. Louis, MO	\$ 354,000	\$ 124,000
Tulsa, OK	\$ 213,000	\$ 87,000

EAST

	AVG. HOME	INCOME
Albany, NY	\$ 306,000	\$ 93,000
Atlanta, GA	\$ 475,000	\$ 145,000
Baltimore, MD	\$ 428,000	\$ 119,000
Bergen Passaic, NJ	\$ 595,000	\$ 167,000
Boston, MA	\$ 800,000	\$ 140,000
Central Massachusetts, MA	\$ 350,000	\$ 123,000
Charleston, SC	\$ 345,000	\$ 103,000
Charlotte, NC	\$ 390,000	\$ 128,000
Columbia, SC	\$ 240,000	\$ 85,000
DC/Montgomery, MD	\$ 750,000	\$ 125,000
Fairfield Cnty., CT	\$ 948,000	\$ 313,000
Ft. Lauderdale, FL	\$ 607,000	\$ 169,960
Greensboro, NC	\$ 231,000	\$ 86,000
Greenville, SC	\$ 240,000	\$ 90,000
Hartford, CT	\$ 365,000	\$ 120,000
Hilton Head, SC	\$ 415,000	\$ 116,000
Jacksonville, FL	\$ 495,409	\$ 92,348
Knoxville, TN	\$ 340,000	\$ 121,000
Long Island, NY	\$ 890,000	\$ 187,000
Marion, FL	\$ 425,000	\$ 93,000
Miami, FL	\$ 470,000	\$ 144,000
Monmouth, NJ	\$ 575,000	\$ 161,000
Morris, Essex, Union, NJ	\$ 600,000	\$ 165,000
Myrtle Beach, SC	\$ 319,000	\$ 86,000
New Haven, CT	\$ 385,000	\$ 120,000
New York, NY	\$ 1.2 MIL+	\$ 265,000
Northern Virginia, VA	\$ 1 MIL+	\$ 300,000
Orlando, FL	\$ 525,000	\$ 89,000
Palm Beach, FL	\$ 612,000	\$ 161,000
Philadelphia, PA	\$ 375,000	\$ 126,000
Pinellas, FL	\$ 410,000	\$ 119,000
Pittsburgh, PA	\$ 275,000	\$ 120,000
Raleigh, NC	\$ 300,000	\$ 100,000
Rhode Island, RI	\$ 429,000	\$ 141,000
Richmond, VA	\$ 220,000	\$ 96,000
Sarasota, FL	\$ 374,016	\$ 123,425
Savannah, GA	\$ 415,000	\$ 116,000
Space Coast, FL	\$ 500,000	\$ 85,000
Somerset/Hunterdon, NJ	\$ 650,000+	\$ 143,000+
South Hampton Roads, VA	\$ 435,000	\$ 105,000
South West Florida, FL	\$ 650,000	\$ 215,000
Tampa, FL	\$ 420,705	\$ 92,000
Treasure Coast, FL	\$ 550,000	\$ 95,000
Volusia/Flagler, FL	\$ 253,000	\$ 73,000
Washington, DC	\$ 1 MIL+	\$ 300,000
Westchester Cnty., NY	\$ 750,000+	\$ 150,000+
Williamsburg/Peninsula, VA	\$ 280,000	\$ 80,000
Wilmington, NC	\$ 240,000	\$ 95,000

RSVP® Mailing Network
PUBLICATIONS

Reaching America's Wealthiest Homeowners.®



*Serving Affluent Consumers
In Over 125 Key US Markets.*



*Target Your Market Locally,
Regionally or Nationally.*



Consumer Sites:
www.RSVPPublications.com
www.TheBestRestaurants.com

National Accounts:
www.MailToTheAffluent.com

