

CartoonLink *by Stu Heinecke*

[Join CartoonLink Postcard Program](#)

[Download PDF Membership form](#)



The CartoonLink® Postcard Program

“Wow! Your postcards have just helped us more than double our sales in the last three years and one postcard landed us a \$1.3 million sale. Way to go!”

- Gregg Wallick, President
Best Roofing

You’ve just found the ultimate direct marketing secret weapon -- the CartoonLink Postcard Program. Based on nearly thirty years worth of record-breaking campaigns for some of the world’s biggest direct marketers, our personalized cartoon postcards come with stellar credentials. Recipients often treat our postcards as keepsakes, posting them to refrigerator doors and office walls for months, even longer. Even in business-to-business settings, where most promotional mail is screened away, our postcards achieve amazing penetration, because secretaries and assistants never throw away cartoons about their bosses. Which gives you the opportunity to stand out in a big way in your B2B mailings as well.

The Product: CartoonLink postcards measure 4.25” x 6” and feature a cartoon personalized to each recipient on one side, your message, branding, address block and indicia on the reverse. Qualifies for U.S. postcard postal rates.

Membership: Membership in the CartoonLink Postcard Program is based on three levels and a monthly allowance of postcards to be mailed in a single monthly campaign. Postage and list are additional. Minimum term of six months.

Pricing:	Membership	Includes
Basic membership	\$500/mo.	Up to 750 postcards/mo.
Gold membership	\$1,000/mo.	Up to 1,500 postcards/mo.
Platinum membership	\$2,000/mo.	Up to 3,000 postcards/mo.

Alternatives: If you’re a commercial or residential roofer, plumber, electrical or insurance restoration contractor, you will need to join one of our specific [contractor programs](#) -- covering postcards and e-mail -- which include territory exclusivity and may or may not already be reserved in your market. Different pricing applies. Buy Stu’s [book](#) to learn more about how to use these programs.



Buy it now

Drawing Attention by Stu Heinecke
Now available on [iBooks](#), [Kindle](#), [Nook](#),
[Sony Reader](#), [GoogleBooks](#) and [PDF](#)