



RSVP<sup>SM</sup>

UPSCALE OFFERS FOR LIFE & HOME

LOUISVILLE & LEXINGTON

2023-2024

REACH YOUR BEST NEW CUSTOMERS  
**ALL YEAR LONG**

# RSVP

# LUXURY CARD PACK MAILING

## REACH THE **MASS AFFLUENT** For about 5¢/home including postage

- High-quality, high-profile luxury postcard deck
- Full-color postcards mailed to affluent homeowners
- Designed to appeal to the upscale lady of the house
- Postcards can be customized for market and/or season
- Addressed to homeowner's name
- Market space originator and leader since 1985



Has Paint Let You Down?



Invest In Something That Will Last.

**RhinoShield**  
It's Not Paint.

**FREE IN-HOME INSPECTION**  
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**LET ROOFSMITH HELP PROTECT YOUR HOME!**

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**Roof-Smith.com**



See Back for Special Offers!  
>>>>>>>>

**Kabuk**  
Korean Restaurant & Sushi Bar  
*A Sushi Experience*

See back for offers!  
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**90 MINUTE MASSAGE**  
Compare with Hometowne Spas: \$100 for \$50 - a \$50 savings!

**elements**  
massage



Luxury Card Pack Details	
Distribution	Top 50,000 per zone*
Ad Size	5.5" x 3.5" Postcard

\*Some zones vary. Up to 11 million homes nationally



## Why Target the Mass Affluent?

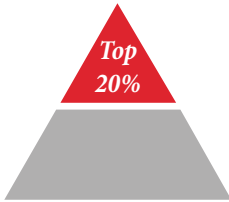
- Are highly-educated earners with household incomes of \$100K+
- Are primarily 30-64 years of age (72%)
- Use paper offers at least once a month (71%)
- Are homeowners planning to remodel, redecorate, and renovate their home and grounds
- Dine out more often than the average household
- Are major supporters of the arts and charities
- Are responsible for half or more of spending on kitchen appliances, second homes, jewelry, watches, wine, and pet care
- Are heavy users of digital products
- Have multiple vehicles
- Are frequent travelers

## The Mailing List RSVP's Secret Sauce!



60% of your success is determined by our mailing list. Our proprietary mailing list is updated monthly, consisting of the most-exclusive, owner-occupied homes.

## 80/20 Rule!



We know that 80% of all discretionary spending purchases are made by the top 20% of consumers in your market.

## More than half of U.S. income is still concentrated in one of five households.

One thing that hasn't changed in the last decade is that the top households in the U.S. (21%) still have 60% of all earned income and 70% of consumer wealth.

## Affluent households are still twice as likely to buy

And when they do, they spend 3.2 times more than the average household in many categories, such as home improvement products and services, high-end retail items, health & beauty services, entertainment and travel, professional services, and fine dining!

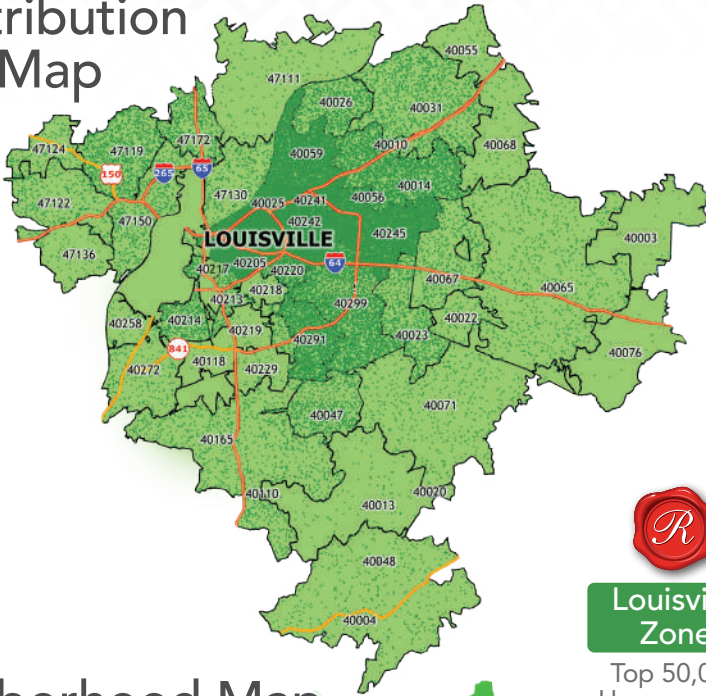
		Total Homes	Total Owner Occupied Homes	RSVP Circulation	Splits	Top Home Percentage	Avg. Home Value	Avg. Home Income
OH	Cleveland	739,243	541,758	100,000	2	37%	\$ 358,103	\$ 119,368
	Akron	390,950	296,646	50,000	2	34%	\$ 371,273	\$ 123,758
	Columbus	792,492	529,324	100,000	2	38%	\$ 421,654	\$ 151,600
	Dayton	440,351	312,592	50,000	2	32%	\$ 332,496	\$ 110,832
	Cincinnati	813,708	557,059	100,000	2	36%	\$ 392,522	\$ 130,841
KY	Louisville	492,520	320,112	50,000	2	31%	\$ 429,037	\$ 143,012
	Lexington	243,413	150,966	25,000	2	33%	\$ 421,317	\$ 140,439
TN	Nashville	895,803	531,043	100,000	1	19%	\$ 809,432	\$ 269,811

Expand and Scale your Business Regionally!



**FINDING YOUR BEST CUSTOMERS:** Whether you're a business that needs local customers, or a regional or national company with a broader audience, you can select exactly what you need from our 6 million+ homes in over 65 U.S. metro markets.

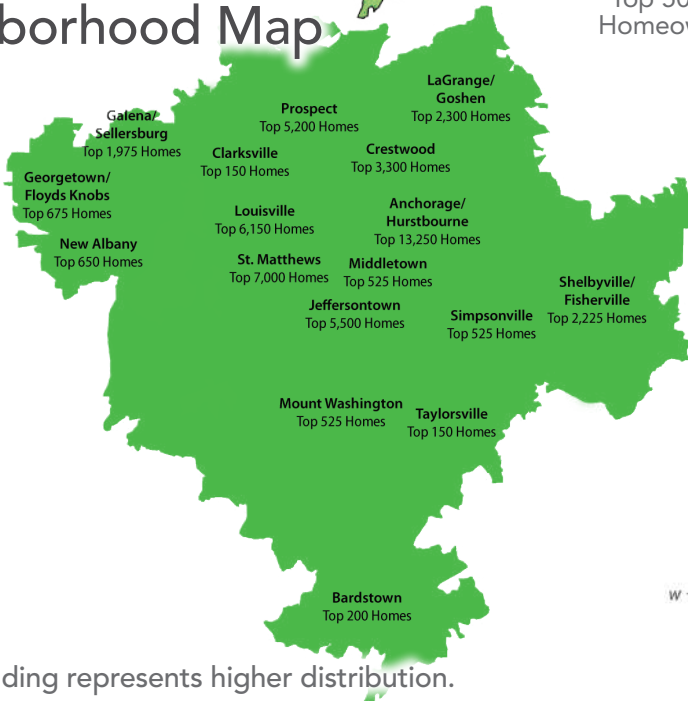
## Distribution Map



**Louisville Zone**

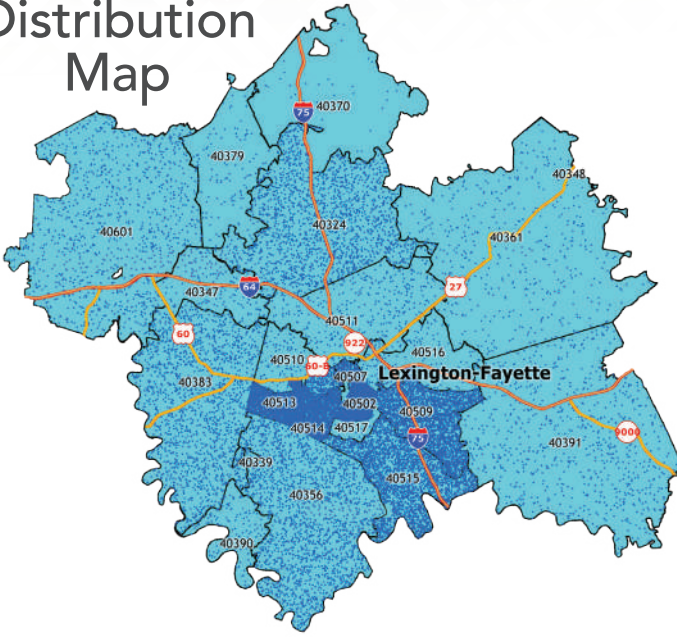
Top 50,000 Homeowners

## Neighborhood Map



\*Darker shading represents higher distribution.

## Distribution Map



## Neighborhood Map



**Lexington Zone**

Top 25,000 Homeowners

\*Approximate distribution of consumer postcard deck by neighborhood.

Put Your Marketing on Cruise Control with RSVP!

### 2023 RSVP Mailing Schedule



**MARCH**

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**APRIL**

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

**MAY**

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**JUNE**

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

**JULY**

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**AUGUST**

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**SEPTEMBER**

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

**OCTOBER**

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### Mailing March - October in 2024!

RSVP Luxury Card Pack - 8 Seasonal Postcard Mailings Annually



\*Artwork deadline for each mailing is 1 month prior to in-home date\*

Distribution of all mailings may take 2-3 weeks depending on local USPS.





## Individual Mailings Include:

- Award Winning Design
- Full Color Printing/ Front & Back
- State of the Art Mailing Operations
- Addressing to Our Proprietary Mailing List
- Postage Paid
- Your Ad Online at [www.rsvpUpscaleOffers.com](http://www.rsvpUpscaleOffers.com)

## PLUS...

Comprehensive Opt-in E-mail, Social Media, and Online Marketing Program to promote the arrival of each RSVP mailing in Homeowner Mailboxes

## Monthly Payment Terms Available



### Target the **Finest Homes for Pennies Per Home...**

Circulation	25,000	50,000	75,000
1 Mailing	8¢ per home	7¢ per home	6.7¢ per home
	\$2,000 per mailing	\$3,500 per mailing	\$5,025 per mailing
2-3 Mailings	7¢ per home	6¢ per home	5.7¢ per home
	\$1,750 per mailing	\$3,000 per mailing	\$4,275 per mailing
4-5 Mailings	6.5¢ per home	5.5¢ per home	5.2¢ per home
	\$1,625 per mailing	\$2,750 per mailing	\$3,900 per mailing
6 + Mailings	6¢ per home	5¢ per home	4.7¢ per home
	\$1,500 per mailing	\$2,500 per mailing	\$3,525 per mailing

**Promote your company in RSVP's Premier, High-end, Full-Service, Direct Response Publication for 1/10th the Price of a postage stamp, and we do all the work!**

## Track & Record Your RSVP Phone Calls & Clicks For \$60/Mailing!



### RSVP Call Tracking and QR Code Scanning

RSVP Call Tracking Solutions and QR Code Scanning provide advertisers the ability to track, capture, chart, record and organize inbound sales calls and clicks in real time.

## Drive Additional Business with Customizable Bonus Cards!

\$100 Per Mailing For Box of 500 (includes shipping)



### RSVP Bonus Cards

RSVP Bonus Postcards can be a great way to generate new leads, maintain existing business relationships, and even thank clients for their patronage! Consider using one of these formats: thank you for your business, closing the sale, mail-out or blank, to add a personalized, hand-written message.

## Target Homeowners Online & In Their Inbox!

Some of our services offered:



### Digital Marketing

We offer professional and transparent digital marketing services that will improve your company's visibility, drive leads, help convert leads into paying customers, and establish a positive reputation to win your customers' hearts.



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888-958-7787

[sales@rsvp.marketing](mailto:sales@rsvp.marketing)

[www.rsvp.marketing](http://www.rsvp.marketing)