



Rates & Specifications - Print

Excellent results for: Service Providers, Special Events, Retailers, and Dealers.

Direct Mail

Giant's Direct Mail Program utilizes a proprietary contact list of bike owners between the ages of 18-65 who have requested to receive our mailers.

Contact lists are constantly updated for accuracy and relevance and are segregated by markets.

Mailings range between 5,000 and 10,000 pieces and are sent approximately 4 weeks prior to each scheduled event.

The cost of a 3 3/4" x 3 1/4" advertisement on a 5,000+ piece mailer is \$450. Less than 9¢ an impression.

The cost of a 3 3/4" x 3 1/4" advertisement on a 10,000+ piece mailer is \$800. Less than 8¢ an impression.

Flyers

5,000 flyers are distributed to hundreds of area dealers and retailers prior to each event.

The cost of a 3 3/4" x 3 1/4" flyer advertisement is \$150. Less than 3¢ an impression!

Sample Ad

ROCKY'S
Serving Flint Since 1971
Open 7 Days
Great Outdoors
810-742-5420

Michigan's Largest Motorcycle Supply Store
4014 S. Saginaw, Burton (Corner of Bristol Rd.)

20% OFF
Leather Jackets • Chaps
Boots • Saddlebags
Swap Meet Weekend Only
Fri., Sat. & Sun.

Ad Specifications:

3 3/4" wide x 3 1/4" tall

Black & White

Files Formats Accepted:

PDF (preferred), EPS, TIFF, JPEG