

Are you looking for a better way to reach potential customers?



If northern Illinois is your target market, the **Nicor Gas Direct Mail Marketing Program** can offer you a mailing list that is unparalleled. How? As a utility company, it is *essential* that Nicor Gas maintains current, accurate address information for customer billing purposes. By including your direct marketing piece with Nicor Gas bills, you can be assured your messages will reach the correct address and will be seen. That's half the battle! Your eye-catching design and motivating offer will close the sale.

The **Nicor Gas Direct Mail Marketing Program** offers many other benefits:

- **Flexible targeting options**—choose our entire service territory of 1.4 million customers in the northern third of Illinois (excluding the city of Chicago and North Shore) or target the zip codes that best suits your product or service.
- **Affordable rates**—our rates are comparable to any direct marketing house around.
- **Excellent consumer demographics**—almost 72 percent of our customer households have incomes of \$50,000/yr. or more and another 27 percent have incomes of \$100,000/yr. or more, which translates to attractive levels of disposable income.
- **It works**—70 percent of advertisers are repeat customers of the **Nicor Gas Direct Mail Marketing Program**.

Space Reservations

We recommend you reserve space at least two months in advance, as reservations are on a first come, first served basis. Space occasionally opens up immediately prior to insertion.

Delivery Deadlines

Printed pieces are due 5 business days prior to the date in which the insert will begin running – typically within the first few days of the month.

Payment

Invoices are sent following the last day of insertion with 30-day terms. First-time advertisers are required to pay half of the total amount before insertion.

Contact Information

Steve Grzenia

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Preferred Specifications

Min. Size: 6.25" x 3" **Max. Size:** 8.5" x 3.75"

Paper Stock: 50 lb. or 60 lb. **uncoated** offset

Weight: .06 to .12 oz.

Disclaimer requirement

Advertisers must use the following language on their insert: "Nicor Gas does not endorse [company name] or the products/services promoted in this paid advertisement."

Rates

Number of inserts	Cost per thousand
500,001 to 1.4 million	\$15.00
200,000 to 500,000	\$20.00

You may target certain zip codes for an additional \$5.00 per thousand. Smaller insert quantities may be accepted based on availability and at a higher cost per thousand.

Call us today to reserve your space and turn our customer into your customer!

Specifications and rates are effective 1/09 and are subject to change without notice.

Nicor Gas Direct Mail Marketing Program Procedures



To participate in the Nicor Gas Direct Mail Marketing program, follow the procedures below.

Past Program Participants

- 1) Contact Nicor Gas with the following: 1) month(s) in which you would like to place an insert, 2) estimated quantity, and 3) desired zip codes or demographics. We will then determine if space is available.
- 2) If we do not have an updated contract on file, we will send one for you to sign and return.
- 3) If we do have a signed contract on file, a "Schedule A" (or insertion order from the broker/advertiser) needs to be signed by both parties, stating the details of the insert including cost/M, size, zip code/demographic selection and run dates.
- 4) If specific zip codes or demographics are selected, the advertiser/broker must provide the parameters and Nicor Gas will provide the number of inserts needed to cover those zip codes/demographics.
- 5) The advertiser/broker emails Nicor Gas a proof of the insert for approval.
- 6) When Nicor Gas approves the insert content, and all above steps are complete, space reservations will be made.
- 7) Advertiser/broker ships inserts to arrive at Nicor Gas one week prior to run date.
- 8) Nicor Gas bills the advertiser/broker once the insert is finished running. Terms are 30 days.

New Program Participants

- 1) Contact Nicor Gas with the following: 1) month(s) in which you would like to place an insert, 2) estimated quantity, and 3) desired zip codes. We will then determine if space is available.
- 2) Nicor Gas will send you a contract to review, sign and return. The contract will include a "Schedule A" which states the details of the insert including cost, size, zip code selection and dates. If the broker/advertiser has a insertion order that includes these details, this form will replace "Schedule A."
- 3) If specific zip codes are selected, the advertiser/broker must provide the parameters and Nicor Gas will provide the number of inserts needed to cover those zip codes.
- 4) The advertiser/broker emails Nicor Gas a proof of the insert for approval.
- 5) When Nicor Gas approves the insert content, and all above steps are complete, space reservations will be made.
- 6) Half of the total cost is required up-front for first-time participants in the program. (Subsequent inserts will be billed in total once the insert run is complete.)
- 7) Advertiser/broker ships inserts to arrive at Nicor Gas 5 business days prior to run date.
- 8) Nicor Gas will bill the remaining half once the insert is finished running. Terms are 30 days.

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Other Considerations

- Nicor Gas has the right to refuse any insert for any reason.
- Full file (1.4 million pieces) will be given priority.
- Nicor Gas will not "hold" space until all steps above are complete (they may not always be completed in the listed order).
- You may be asked to provide paper samples to ensure compatibility with our insertion equipment.