

LOG-ON

COMPUTER AND MAILING SERVICES

For Intelligent Mailing & Printing



whenwinningmatters



PLAYING SMARTER

You want to WIN BIG with your next direct mail campaign, but the game is getting tougher. Competition is fierce. Marketing costs are rising and the abundance of new media channels is distracting and confusing your target audience.

You need to team up with a partner who can help you play smarter and respond FASTER.

Connect with **LOG-ON**, your intelligent source for direct mail services.

Over **20** years ON THE TOUR

LOG-ON has been making direct mail **PERFORM** for over two decades. Many of our 750+ active clients have been with us since the beginning. They represent a wide range of enterprises - for-profit and non-profit – in a variety of industries.

LOG-ON provides **EXCEPTIONAL** service and quality, keeps to its timelines, and treats every client's mailing as if it were their own.

Winning plays require **SMART, INVENTIVE** Gameplans

LOG-ON's years of experience make us especially adept at **CUSTOMIZING** each client's mailing initiative. We're fast, precise and innovative. Our advanced printing and mailing systems offer services far beyond those of the average mailing house.

Hole # 1

Data Performance & List Maintenance

LOG-ON cleanses, standardizes and presorts mailing lists to save you money and help your lists perform.

2

Data Processors: Data Breadth, Depth & Complexity

LOG-ON has outstanding data processors and programmers — capable of working with any format, and tackling the most complex data maintenance requests.

3

List Procurement: Highly Targeted

LOG-ON can provide and/or expand your mailing's scope with more targeted possibilities.

4

Ink Jet Addressing: High Quality

LOG-ON's state-of-the-art addressing equipment offers high speed and quality images.

5

Ink Jet Addressing Technology: Total Flexibility

LOG-ON's equipment supports flexible print areas, color printing & the ability to print in virtually any recognized font.

6

Machine Inserting & Hand Assembly: Accuracy, High Speed & Precision

LOG-ON maintains both multi-component inserting machines & highly trained hand assembly personnel to satisfy any project whether for mass mailings or exclusive "white glove" events.

7

Machine & Hand Folding: Precise Folding & Scoring

LOG-ON has the machinery you need to fold and score both standard & delicate materials into a variety of sizes and configurations.

8

Wafer Sealing: Postage Discounts, Maximized

LOG-ON affixes single and multiple wafer seals to protect the integrity of your mail piece and to maximize postage discounts.

9

Posting The Right Look:

LOG-ON will help you match the right form of postage - Indicia, meter or physical stamp - to the "look" of your mail piece, while staying within budget.

SCORE RESEARCH

Full Service Lettershop





Rounding the **BASES**

LOG-ON's goal: help our clients achieve **MAXIMUM** speed and never miss a base. With one company guiding you through the process of printing and mailing, we can relieve you of the logistic and communication challenges that might normally be associated with a direct mail campaign.

From full-color offset printing to machine and hand assembly, LOG-ON specializes in every type and size of direct mailing project.

Playing to the Fans

To turn prospects into fans, it's best to treat them with respect. With **LOG-ON** on your supporting team, you can take advantage of the latest in one-to-one marketing, variable data printing, advanced permission-based emails and more. Our digital horsepower and mailing know-how can help **SUPERCHARGE** your made-to-order direct response campaigns.

Hitting it out of the Park

As industry innovators in the use of new technology, **LOG-ON** is now offering the **ULTIMATE** in one-to-one marketing with our DocuColor iGen3 Digital Printing Department, powered by Xerox. With the iGen3, you can choose from a multitude of full color digital printing technologies. Whether you need high quality color copying services or graphics customized for each prospect, the iGen3 can do it all! Who ever thought hitting a homerun could be this easy?

Inning #

1

Full Color Offset Printing

The Ultimate in Convenience, Quality, Value and Service: LOG-ON's full color offset printing process is always customized to your needs, producing crisp and clear postcards, brochures, self mailers, envelopes, letterhead and more.

2

Full Color Digital Printing

Perfect for Small Print Runs & Customized, Made-to-Order Marketing Communications: LOG-ON's digital color printing process offers amazing quality, flexibility, and turn around times - while eliminating the cost of over-runs.

3

Full Color Variable Graphics

When You Want to Boost the Overall Impact of Your Mail Piece Through One-to-One Marketing: LOG-ON makes it easy for you to speak "personally" to your targeted audience by printing high-quality full color variable graphics and text relevant to each customer.

4

Digital Laser Printing

Variable Solutions For Every Budget: LOG-ON's fleet of black and white digital laser printers provide a cost-effective solution to personalizing your postcards, letters, reply devices and more.

5

Digital Copying

Fast, Completely Scalable and Affordable: LOG-ON's digital reproduction center can accommodate any size request - no project is too big or too small. Our extended hours of operation also help accommodate the toughest of deadlines.

6

Personal Touch Hand Assembly

Total Quality Management: LOG-ON's staff of highly trained professionals utilizes proven quality control methods and procedures to insure that we hit home runs, each and every time.

7

Premiums & Promotional Items

When you want to build brand loyalty, reward your customers and stand out from the competition: LOG-ON is your one-stop source for thousands of great promotional and tradeshow giveaways.

8

On-Site Creative Department

A brand's identity must connect with its customer base on a personal level in order for it to be effective. LOG-ON's experienced in-house creative staff can successfully render this concept to your project from start to finish.

9

Customized Solutions

LOG-ON provides specialized services that fit your needs, including: one piece "security mailers" form & ticket numbering, account statements and signage.

Digital & Offset Printing

SCORECARD





Strong Follow Through

Even the brightest superstar can benefit from some specialized coaching.

That's why LOG-ON assigns one of our EXPERT Account Executives as your personal guide at the very beginning of your project. The earlier you contact us, the greater the likelihood that we'll be able to offer you ways to save money and increase recipient involvement.

Choose **LOG-ON** to win

LOG-ON offices and production spaces utilize a total of 100,000 square feet across our midtown Manhattan and Jersey City, NJ locations - very close to two of the most automated and EFFICIENT mail processing hubs of the U.S. Postal Service. **LOG-ON** clients benefit from our proximity; your project hits the mail stream faster and gets in the hands of your prospects more quickly.

For a tour of either facility or to meet with one of our Account Executives, please call 212-279-4567 to set up an appointment or visit us at log-on.org for a more detailed list of our services and capabilities.

When Winning Matters, Put **LOG-ON** on your team

