

## Schedule

- February - Closes 1/15
- April - Closes 3/15
- June - Closes 5/15
- September - Closes 8/15
- November - Closes 10/15

## Rates

Depending on number of zones purchased & frequency throughout the year, rates range from 4¢ to 7¢ per postcard or \$1,600 to \$2,800 per 40,000 households (\$2,000 to \$3,500 per 50,000 households in the city).

Price includes design, copywriting, printing, list, postage & mailing.

## What's The Price Of A 1st Class Postcard Stamp? RSVP Designs, Prints and Mails for as Little as 4¢!

### Reaching America's Wealthiest Homeowners® in Over 100 U.S. Markets

Since 1985



**RSVP**  
Chicago

12107 Graceland Court • Homer Glen, IL 60491

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THE ORIGINAL  
**RSVP**  
Chicago

# Media Guide

## Direct Mail To The Upscale®



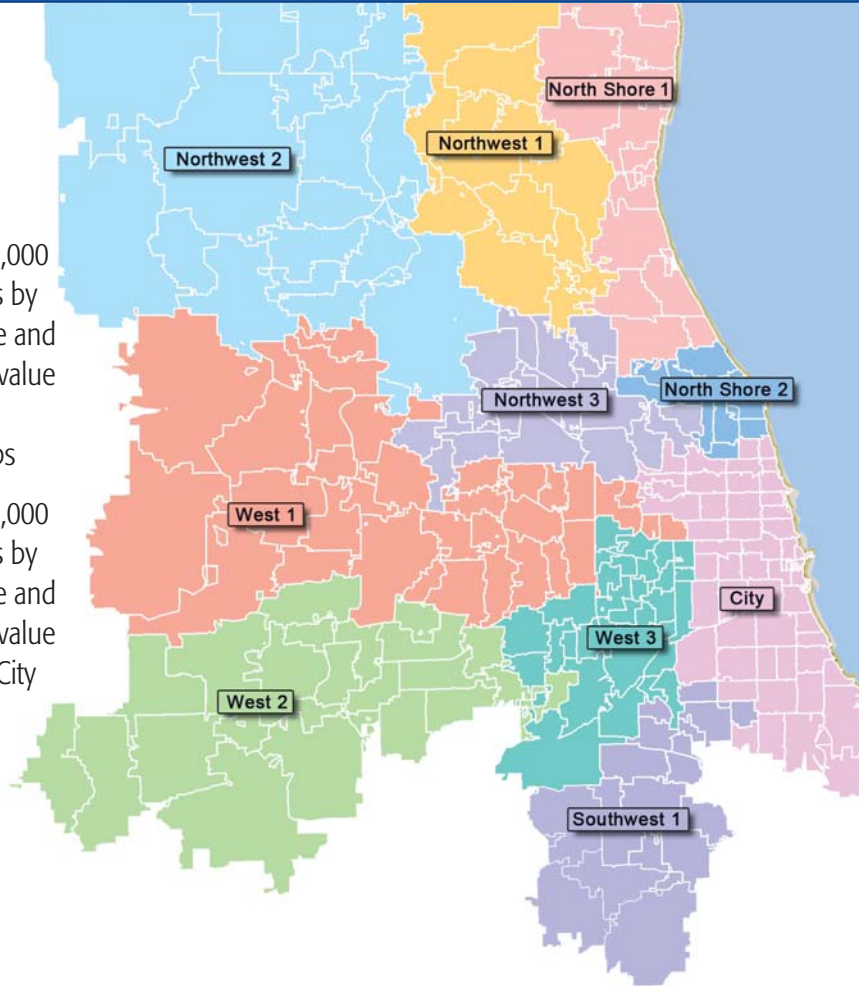
## Reach your area's most **UPSCALE** owner-occupied, single-family homes!

- Home values average \$400,000
- Incomes exceeding \$125,000
- 84% are between the ages of 34-64
  - 86% are married
- 82% have children and/or grandchildren
  - 67% have college degrees
- 72% hold management positions



# Geographic Areas

- Top 40,000 Homes by income and home value in the Suburbs
- Top 50,000 Homes by income and home value in the City



## What is RSVP?

RSVP is a dynamic direct mail program designed for businesses whose primary target is affluent homeowners.

Unlike newspaper, magazine, television and radio media, your RSVP ad will not get lost among the news articles, editorials or hundreds of advertisements. RSVP is like a hand-held billboard that gives your ad individual attention. You can be sure your ad will be seen in RSVP.

### PLUS...

- Free Postcard Design
- Free Internet Listing
- 1,000 Bonus Cards
- Survey Card Responses – Weekly leads of people interested in your business!
- Website Click-Through Data
- Free Call Tracking for Annual Accounts



**North Shore Zone 1** Northbrook 60062, Gurnee 60031, Highland Park 60035, Lake Forest 60045, Deerfield/Bannockburn 60015, Riverwoods 60015, Lake Bluff 60044, Wadsworth/Beach Park 60083, Fort Sheridan 60037, Glencoe 60022, Highwood 60040, North Chicago 60064, Waukegan 60079, 60085, 60087, Winthrop Harbor 60096

**North Shore Zone 2** Glenview 60025 & 60026, Kenilworth 60043, Skokie 60076 & 60077, Wilmette 60091, Winnetka 60093, Evanston 60201, 60202, 60203 & 60204, Lincolnwood 60712

**Northwest Zone 1 (Lake County)** Lake Zurich 60047, Libertyville 60048, Buffalo Grove 60089, Grayslake 60030, Lake Villa/Fox Lake 60046, Ingleside/Long Lake 60041, Lincolnshire 60069, Vernon Hills 60061, Long Grove 60049, Mundelein 60060, Round Lake 60073, Wauconda 60084, Antioch 60002

**Northwest Zone 2 (McHenry County)** Barrington/Port Barrington 60010 & 60011, South Barrington 60010, Barrington Hills 60010, Inverness 60010, Hoffman Estates 60169, 60192 & 60194, Crystal Lake 60012, 60014 & 60039, Cary 60013, Fox Lake 60020, Fox River Grove 60021, Island Lake 60042, Lake In The Hills 60156, McHenry 60050 & 60051, Algonquin 60102, Richmond 60071, Spring Grove 60081, Wonder Lake 60097, Huntley 60142, Woodstock 60098, Marengo 60152

**Northwest Zone 3** Elk Grove Village 60007, 60008 & 60009, Arlington Heights 60004, 60005 & 60006, Des Plaines 60016, 60017 & 60018, Morton Grove 60053, Mount Prospect 60056, Niles 60714, Palatine 60067, 60074, 60078, 60094 & 60095, Park Ridge 60068, Prospect Heights 60070, Schaumburg 60159, 60168, 60173, 60192, 60193, 60194, 60195 & 60196, Streamwood 60107, Wheeling 60090, Chicago 60666, Franklin Park 60131, River Grove 60171, Schiller Park 60176, Hanover Park 60133

**West Zone 1** Batavia 60510, Burlington 60109, Carpentersville 60110, Dundee 60118, Elburn 60119, Elgin 60120, 60121 & 60123, Fox Valley 60599, Geneva 60124, 60134, Gilberts 60136, Hampshire 60140, North Aurora 60542, Saint Charles 60174 & 60175, South Elgin 60177, Sugar Grove 60554, Addison 60101, Bartlett 60103, Bensenville 60106, Bloomingdale 60108, Carol Stream 60188, 60197 & 60199, Elmhurst 60126, Glen Ellyn 60137 & 60138, Glendale Heights 60139, Itasca 60143, Lombard 60148, Medinah 60157, Roselle 60172, Villa Park 60181, Wayne 60184, West Chicago 60185 & 60186, Wheaton 60187 & 60189, Winfield 60190, Wood Dale 60191

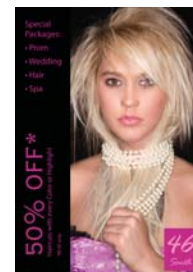
**West Zone 2** Darien 60561, Eola 60519, Lisle 60532, Naperville 60540, 60563, 60564, 60565, 60566 & 60567, Warrenville 60555, Woodridge 60517, Aurora 60502, 60503, 60504, 60505, 60506, 60507, 60568, 60572 & 60598, Big Rock 60511, Bristol 60512, Kaneville 60144, Lafox 60147, Maple Park 60151, Montgomery 60538, Oswego 60543, Plano 60545, Wasco 60183, Yorkville 60560

**West Zone 3 (Central Cook & DuPage County)** Hinsdale 60521, 60522 & 60570, Oak Brook 60523, Oak Park 60301, 60302 & 60304, River Forest 60305, Clarendon Hills 60514, Lemont 60439, Downers Grove 60515 & 60516, Brookfield 60513, LaGrange 60525, LaGrange Park 60526, Riverside 60546, Westchester 60154, Westmont 60559, Western Springs 60558 & 60480, Willowbrook 60527, Burr Ridge 60527

**Southwest Zone 1 (Southern Cook & Will Counties)** Orland Park 60462 & 60467, Tinley Park 60477 & 60487, Palos Heights 60463, Palos Park 60464, Palos Hills 60465, Oak Lawn 60453, Oak Forest 60452, Frankfort 60423, Homer Glen 60491, Mokena 60448, New Lenox 60451

**City Proper Zone 1** The Loop, South Loop & West Loop, Printer's Row, Near North Chicago, Bridgeport, Goldcoast, Streeterville, Old Town, River North, River West, Lakeview, Uptown, Wrigleyville, Lincoln Park, Wicker Park, Bucktown, Lincoln Square, Ravenswood, Andersonville, Edgewater, Roscoe Village 60601, 60605, 60607, 60608, 60610, 60611, 60613, 60614, 60616, 60618, 60622, 60625, 60640, 60647, 60654, 60656, 60657, 60660, 60661

## From Our Advertisers...



"RSVP is bringing in a higher level of clients across the board..."  
Sharon Nova, Owner,  
46 Salon South

"RSVP complements our goals... The quality is evident in the better than normal response rate from our targeted markets."

Glenn Johnson, Owner Mr. Handyman of Hinsdale



"RSVP's high-end design and presentation of our ad generated 34 phone calls and higher ticket orders. Plus we were still getting calls in late March from a late January mail date!"

Dave Mitchell, Owner, Mitchell's Flowers

