



THE PS INSIDER

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Postal Logistics Savings



\$6,109,235!

Cumulative postal savings since January 2009 through our Postal Logistics Services

[Step-by-step instructions how to set up your IMB](#)

PS Call to Join!

Ambitious individuals to complement our team.

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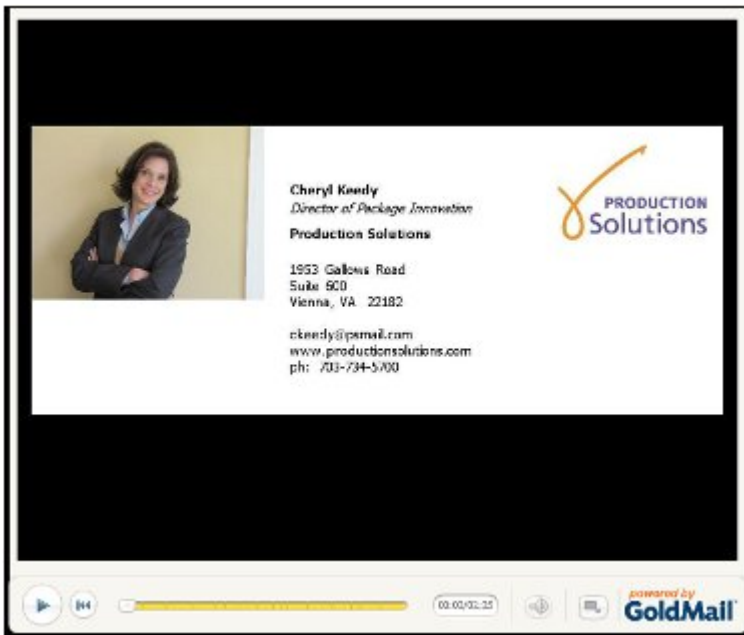
[How We Raised the ROI 26% on a Direct Mail Package Without Changing a Word](#)

Direct Marketers Use Linguistics and Neuroscience to Increase Response Rates:



As competition for the audience's attention increases, direct marketers continue to look for ways to sustain and to increase response rates. If there is one thing that direct marketers know how to do, it is how to test. They have tested just about everything, from lists, copy, package formats and postage treatment. Recently, we were introduced to something new to test - a revolutionary new service that allows a direct marketing message to be more effectively read by the prospective donor or customer. [Read More...](#)

[Video - Exciting New Premiums](#)



Here are three unique premium items for you to consider in your next direct marketing campaign

- Lens Cloth
- Soft Puzzle Premium
- Digitally Printed Notepad

[Read More & Watch Video...](#)

[Tips on How to Avoid Common Production Errors](#)

Production errors can be devastating, costing both time and money. It's even worse to learn that the mistake could have easily been avoided if the right quality control steps were followed. Unfortunately, the potential for errors seems to lurk around every corner. By incorporating a few best practices into your process, you can greatly diminish the likelihood of errors. Let's take a look at some common mistakes and how they could be avoided by using some simple, yet often overlooked, strategies. [Read More...](#)



[Effective Direct Mail Formats for Planned Giving](#)

Planned Giving Formats That Work

By Phyllis Freedman, President of SmartGiving and PlannedGivingBlogger.net



Planned giving lead generation mailings can be effective if done right. Direct mail can be a cost-effective channel to identify new planned giving prospects. A good rule of thumb when creating planned giving lead generation mailings is to follow direct mail best practices. Below is a review of some effective options that can help take your annual program to the next level by increasing exposure to planned giving. [Read More...](#)

Ask the Expert

Q: Tell us what questions you would like us to answer?



To submit a question to the PS Production Expert please click on the Link below and visit our "Ask The Expert" submission form. We look forward to answering your questions.

[Click Here](#) to Submit Your Question

Thank you again for partnering with Production Solutions for your direct marketing needs!