

MARKETING PREVIEW

Events typically run every other week to a portion of the marketable records. If no email is included for an individual, they receive only the postcard during the dual events. Marketing events run for up to six months to complete the marketing cycle.

At a minimum, all records with an email address will receive one email.

EVENT 1

Emails & Postcard

First dual event with emails deploys the same week as postcards.

EVENT 2

Emails & Postcard

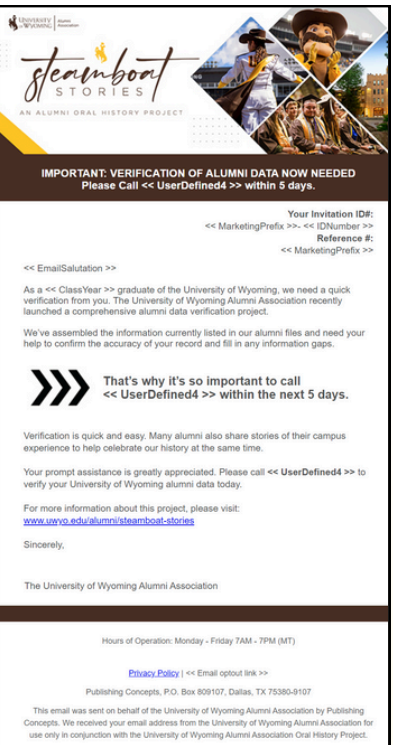
Second dual event deploys with emails and postcards.

EVENT 3

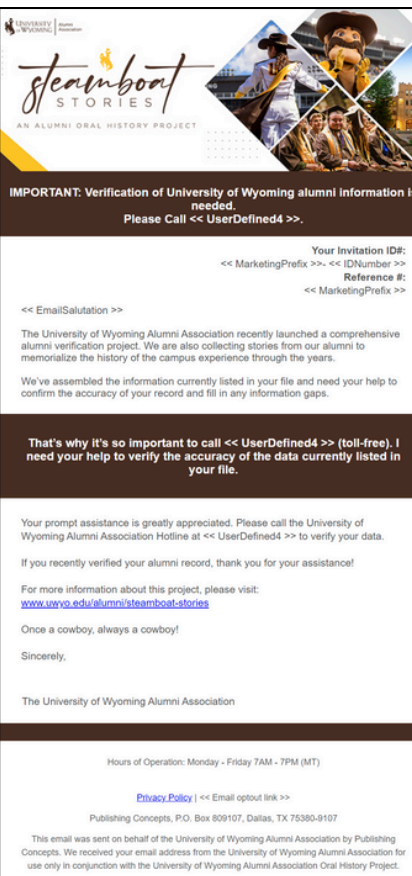
Emails & Postcard

This event may include both emails and postcards or email only for certain segments.

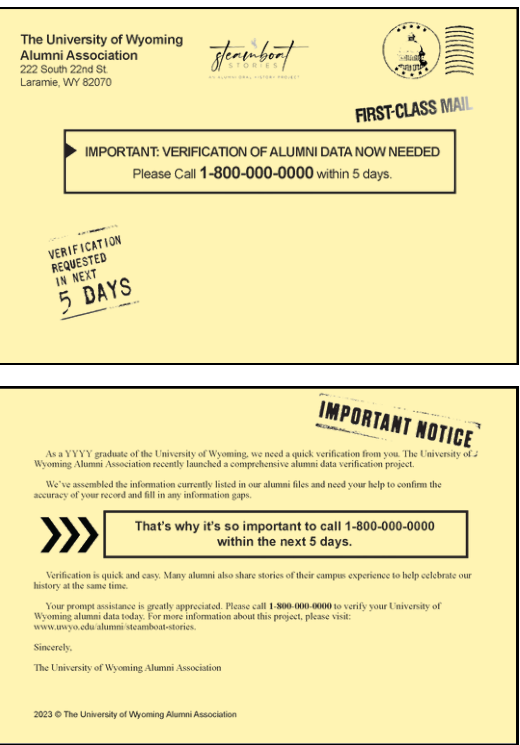
Email 1A



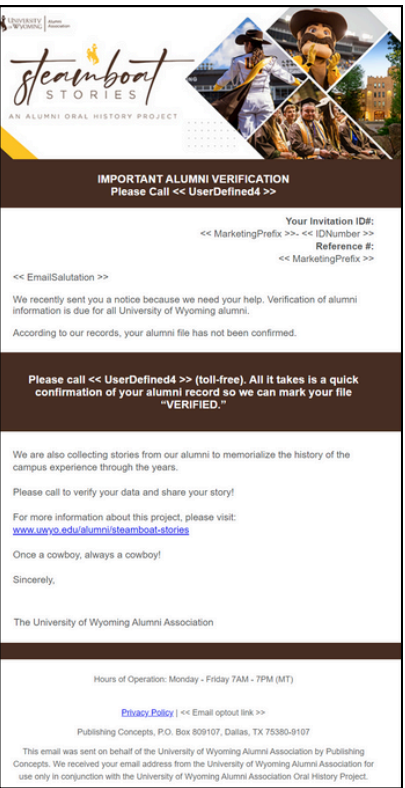
Email 1B



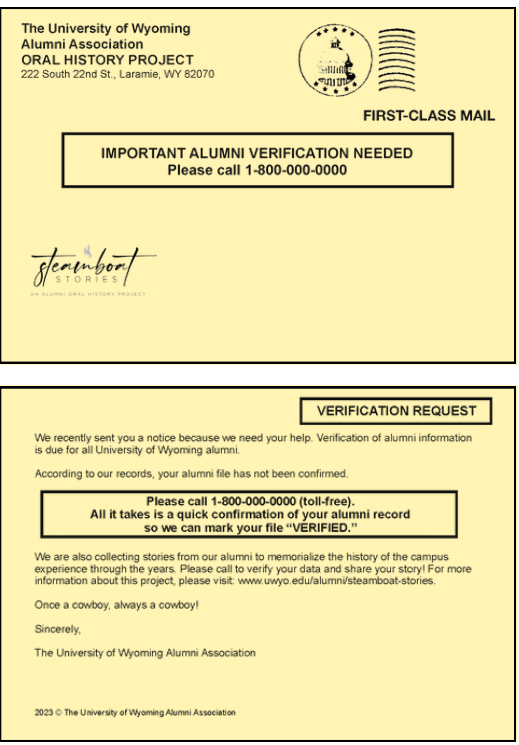
PC 1



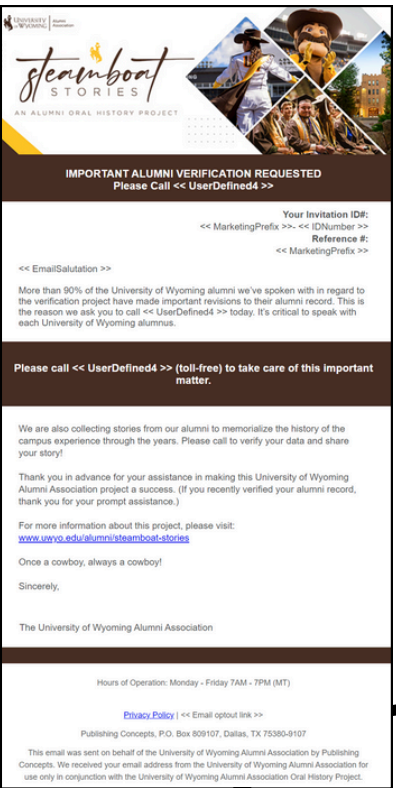
Email 2



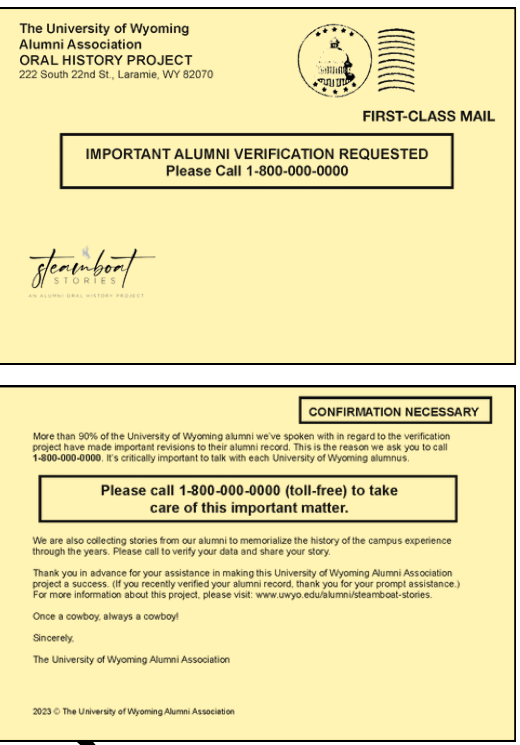
PC 2



Email 3



PC 3



*VIP and staff records receive first two marketing events.