

# Fax Marketing:

*Immediate, Targeted and Cost-Effective*



## Overview

Fax Marketing is a cost-effective means to target certain types of businesses or a particular area of the country. It is cheap, fast and each fax will normally be seen by at least two people.

Acting as authorised trade distributors for several trade suppliers, New Horizons can provide your business with the ability to transmit one or more pages to four million fax numbers across the UK and Europe at volumes of up to an incredible 40,000 per hour. In the UK alone there are approximately 0.7 million available fax numbers.

A national or regional faxing campaign can be tailor-made to suit your specific requirements or to support and complement any other current advertising media you are using.

The size of your campaign can be anything from one thousand upwards and we can normally arrange transmission at a time of day of your choice.

Our creative and experienced design team are at your service to originate or update your master fax document at reasonable rates if you so wish. We know how to optimise images for fax transmission to get your message across . . . clearly!

## Total control over your targeting

The fax database will be flagged to ensure that you can keep tabs on your target numbers, or to re-fax the same numbers at any point in time.

A specific campaign can be tailor-made to optimise your response from lists of different types of businesses (see Target Categories). If your product can be successfully targeted at any business (e.g. mobile phones, computers, promotional items, debt recovery) you may want to cover the UK region-by-region which can be achieved by dial code groups.

## Removal requests

You will have the use of a standard rate "fax-back" number for any database removals which can be handled entirely by the supplier. This additional service is provided completely free, regardless of the number of removal requests.

## Legislation

The master database is screened every 28 days against the Fax Preference Service (FPS) list, in accordance with the latest Ofcom guidelines (the FPS is an organisation that maintains a list of people who do not wish to receive unsolicited faxes and it is now a legal requirement to remove FPS-registered numbers from broadcast lists in the UK). In other words, your broadcast is legal.

## Competitive Rates

Prices range from under 3p/page for large runs to 12p/page for small, exclusive broadcasts and we are so keen to win your business that we try hard to beat any genuine quotation you have received. As you can see, this knocks the spots off the more traditional (and arguably less effective) postage service at 21p just for one stamp, plus envelope and contents! Because our rates are extremely keen, faxing is cost-effective for a wide variety of business-to-business advertising.

Please feel free to call to discuss your requirements: 01270 259000.