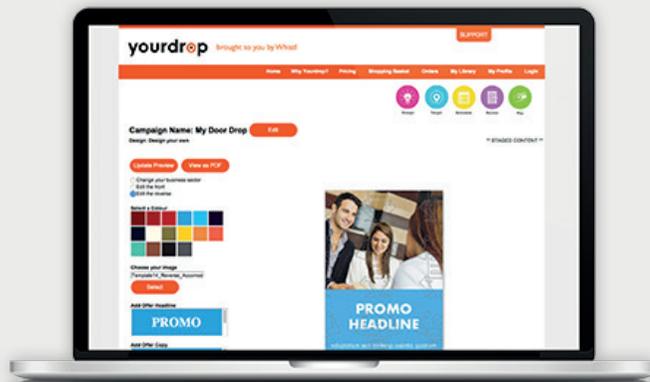


Quick Guide

Advertise smarter

Welcome to Yourdrop - the complete advertising service from desktop to letterbox. It's the smart, easy, low-cost way to design, print, plan, target and deliver effective unaddressed mail campaigns. Just follow the step by step online guide, place your order, and leave the rest to us.

Build your campaign in **five easy steps**



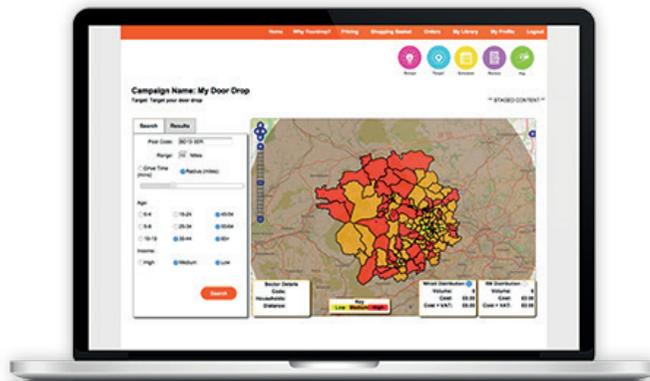
1. Design your leaflet

Choose one of three options to create your leaflet:

Create your own design using our easy step-by-step guide and customisable templates. Select your size (A4, A5, A6 or DL), format, paper quality and layout. Add text and images, and choose from a range of colour schemes.

If you already have artwork, or want to use your own graphic designer, you can upload a print-ready PDF.

If you want a bespoke leaflet professionally designed by our experts, just fill in a simple brief and we'll call you back to discuss your requirements.

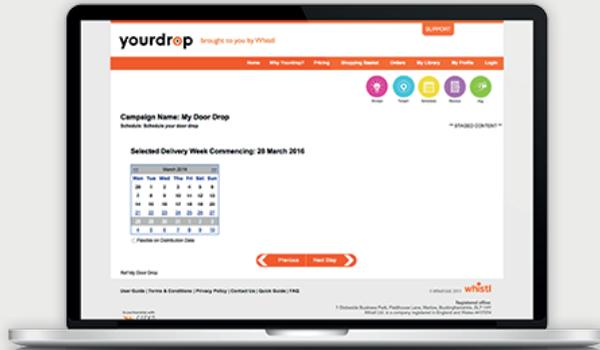


2. Target your campaign

Our clever targeting tool makes it easy to reach the right audience. Just enter your postcode and choose drive-time (minutes) or radius (miles). Yourdrop will identify postcode sectors that fall within your specified area.

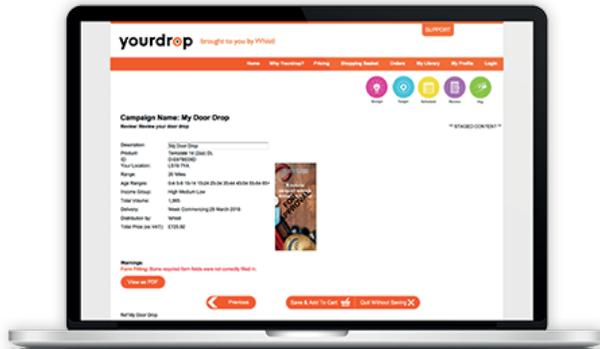
Narrow your target by household composition, age ranges and income. Yourdrop will display matching postcode sectors on a heat map: orange sectors have the highest density of households that match your profile, through to yellow with the lowest. Click on the map or postcode list to choose your sectors and build your campaign.

Build your campaign in five easy steps



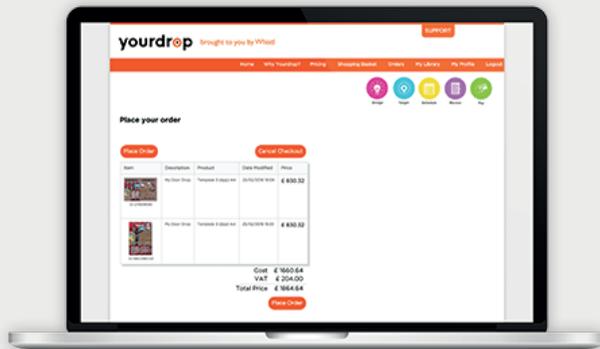
3. Schedule your distribution

Select the week you want distribution of your campaign to commence using the on-screen calendar. If you're flexible on dates, just let us know and we can spread your distribution across a two-week period. If you choose the Royal Mail distribution network, we will check availability on your behalf and send you a confirmation email.



4. Review your campaign

Check all your campaign details are correct, review your design on screen to ensure you're happy with how it looks, and save your campaign to your Shopping Basket. You can return to the Design, Target or Schedule stages at any time before placing your order to make and save changes.



5. Place your order and pay

Once you confirm your order, simply pay by credit or debit card to make your booking. Your payment is securely managed by WorldPay and you will receive a confirmation email summarising the transaction.

If you would like to enquire about arranging a credit account with us please e-mail yourdrop@whistl.co.uk with your details and we will be in touch.

Email: yourdrop@whistl.co.uk
Tel: 01628 816 872 (10am - 4pm Monday - Friday)

www.yourdrop.co.uk

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