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Marketing for Professionals, at
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How well do you know direct marketing?

Take this quiz for your chance to win a \$100 Amazon.com gift card.

1. The four-color printing process is also known as CMYK after the colors used—what are the four colors?

- a. Cyan, Magenta, Yellow, Khaki c. Capri, Maroon, Yellow, Black
b. Cyan, Maroon, Yellow, Khaki d. Cyan, Magenta, Yellow, Black

2. In what year were the first official United States stamps issued?

- a. 1812 c. 1885
b. 1847 d. 1904

3. Which of the following terms describes the study and collection of postcards?

- a. Deltiology c. Philately
b. Postology d. Cardphilia

4. How many sheets of paper make up a ream?

- a. 100 c. 1000
b. 500 d. 5000

5. American businesses spent \$171 billion on advertising in 2010. What percentage of that was spent on direct mail?

- a. 1.5% c. 12%
b. 5% d. 21%

Go to www.NewslettersInk.com/quiz to enter your answers.

Every entry with **4 or more correct answers** is entered to win.
One winner will be chosen at random. Contest ends May 24, 2012.

FREE envelope imprinting!

Place an order for holiday, birthday, or other greeting cards between now and **September 30, 2012**, and receive **Free Envelope Imprinting**.

We will store your holiday cards free of charge until it's time to mail them, so you can take advantage of this early-order discount.

To browse our selection of greeting cards, go to www.NewslettersInk.com/cards.

Call your marketing consultant at **800-379-5585** for more information or to get started. Ask them about our **Personalized Birthday Card Program** too! It might be just right for your business.

