



## Relevant Marketing through Personalized Direct Mail



## We specialize in

### Graphic Design & Concept Development

Our programmers and designers are experienced in creating programmable designs for your mailer.

### Custom Branding: Apparel & Promotions

Branded apparel and promotional items provide your company top of mind awareness.

### Variable Data Programming

When pairing our direct mail services with the power of variable data, your marketing campaign will yield a higher ROI.

### Digital & Offset Printing

Today's fast-paced world requires quick turn times on your print jobs. Our digital presses are here for you.

- Quick turnaround
- High quality
- PMS matching or 5th color
- Full-color, Black only, and **NEW White**

### A Finishing Touch

We have the capability to offer a number of finishing touches to grab attention.

### Complete In-House Mailing Services

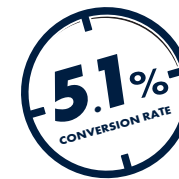
Our postal knowledge and expertise is unmatched - each mailer meets USPS regulations and gets the best postage rate.

Strategic Imaging is a market-driven solutions provider, specializing in top quality variable data and variable image printing.

We combine years of printing expertise and state of the art digital imaging with data management and programming specialists for target marketing and direct mail campaigns.

We offer full-service commercial offset printing along with a full complement of bindery, finishing and mailing capabilities.

## Auto Refinance Mailer FROM Veridian Credit Union



Veridian Credit Union wanted to recapture auto loans from members that had loans outside of the credit union. They purchased a list from Transunion Credit Bureau of their members who fit this criteria. This example is provided by Veridian from a drop of 3,669 mailers in February of 2019. The mailer displayed to current members all the savings they could have by refinancing.

**REFINANCE YOUR VEHICLE WITH VERIDIAN AND YOU COULD SAVE BIG**

You can choose to stop receiving "prescreened" offers of credit from this and other companies by calling toll-free (888) 5OPTOUT. See **PRESCREEN & OPT-OUT NOTICE** on the back side for more information about prescreened offers.

**Veridian credit union**  
1827 Amburnugh Ave. • Waterloo, IA 50701

JOE SAMPLE  
1224 MAIN STREET  
ANYTOWN IA 52246-5938

**Shift into a lower rate.**  
Got an auto loan somewhere other than Veridian? Save big when you refinance with us and **make no payments for the first 90 days.**  
A lower rate can mean a lower monthly payment. That's why you're preapproved for a special rate of **3.59% APR\*** for 2016 or newer model years.

**Here's how much we could save you.**

**You could save big**  
Refinancing your vehicle at Veridian could save you up to **\$750.14** over the life of the loan.\*\*  
And your monthly payment could be as low as **\$307.16** on a \$19,167.00 loan for 70 months.

**AND MAKE NO PAYMENTS FOR THE FIRST 90 DAYS.**

**We have low auto loan rates on all model years.**  
Call today to find out how much we can save you.

**PRESCREEN & OPT-OUT NOTICE**  
This "prescreened" offer of credit is based on information in your credit report indicating that you meet certain criteria. This offer is not guaranteed if you do not meet our criteria, including providing acceptable property as collateral. If you do not want to receive prescreened offers of credit from this and other companies, call TransUnion toll-free at (888) 5OPTOUT or write:  
Equifax® • P.O. Box 740123 • Atlanta, GA 30374-0123  
Experian® • P.O. Box 919 • Allen, TX 75013  
TransUnion® • P.O. Box 505 • Woodlyn, PA 19094

**START SAVING TODAY. APPLY NOW.**

800.235.3228  
veridiancu.org/refi  
veridiancu.org/locations

**Veridian credit union**

### Client Data + Market Data

By combining member data with purchased data from a credit bureau, Veridian was able to make an individual offers specific to each member using this mailer. This is successful target marketing.

**Time for a direct mail campaign that drives results?  
Contact us today: 888.852.3731 • strategic-imaging.com**