

DBA MAILING SERVICE

Are you tired of spending thousands of dollars on marketing efforts and never knowing if you're getting your message to your target market??

The Dairy Business Association recognizes that your marketing initiatives need to be well thought out and properly executed to guarantee you're getting a return on your investment.

We have compiled a mailing list of over 1,700 of the largest contemporary dairy producers in Wisconsin representing over 856,000 cows and over 84% of the state's milk production.

DBA has implemented a process to put your products, services and company profile at the finger tips of these progressive dairy producers. Use your advertising dollars towards achieving your greatest return on investment.

**START GROWING YOUR
BUSINESS...TODAY!**



2763 Manitowoc Rd Ste B
Green Bay, WI 54311
920-883-0020
www.widba.com

WHO IS YOUR
TARGET
AUDIENCE?



LEARN HOW TO REACH
OVER 856,000 COWS
AND OVER 84% OF
THE MILK PRODUCTION
IN WISCONSIN



Increase your sales by
utilizing smart
marketing...
with DBA



CHOOSING A MAILING LIST

MAILING LIST A

- ◆ Dairies with 1,000+ cows
- ◆ List includes 200+ dairies
- ◆ Includes over 454,000 cows

MAILING LIST B

- ◆ Dairies with 500+ cows
- ◆ List includes 400+ dairies
- ◆ Includes over 590,000 cows

MAILING LIST C

- ◆ Dairies with 200+ cows
- ◆ List includes over 1700+ dairies
- ◆ Includes over 856,000 cows and over 84% of Wisconsin's milk production!

WE CAN TAILOR
YOUR LIST TO FIT YOUR
GEOGRAPHICAL NEEDS



DBA MAILING SERVICE FEE

Fee Schedule:

MAILING LIST A

\$200.00 (\$2.00/dairy or \$0.0011/cow)

MAILING LIST B

\$300.00 (\$0.91/dairy or \$0.00094/cow)

MAILING LIST C

\$450.00 (\$0.37/dairy or \$0.00081/cow)

FREQUENCY DISCOUNT

2nd mailing in a calendar year

- 10% discount

3rd mailing in a calendar year

- 15% discount

Simply deliver the direct mail materials to DBA and we will coordinate the project to:

Dairy Business Association
2763 Manitowoc Rd Ste B
Green Bay, WI 54311

You will be responsible for the postage (First Class or Bulk) and additional labor costs @ \$25 per hour if needed.

DBA will invoice you for the project.

START TARGET MARKETING

WHEN IS A GOOD TIME TO SEND A DIRECT MAIL PIECE?

- ◆ Prior to a trade show you are participating in:

“Come Visit Us in Booth #123 - bring this card and receive a free gift”

- ◆ Market a new product:
“Ask about our NEW XYZ vaccine. Your cows will thank you!”
- ◆ Launch a new promotion:
“Tired of paying too much for cow comfort? Buy 10 ABC cow mats, and get 1 FREE!!”

Contact DBA Today!

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