

# Grow your business with targeted digital direct mail solutions

Turn to The Seattle Times for digital direct mail solutions that will enable you to target prospective customers at a fraction of the cost of direct mail.

We'll work with you to hone and tailor your message which can be targeted to over 200 geographic, demographic and lifestyle factors. All of the consumers receiving your email will have opted-in to receive advertising messages — so they will be receptive to your message.

Here's how it works:

1. Consumers receive your email in their inbox with your company's name in the "from" and "subject" lines.
2. When consumers open the email, they see your advertisement — just like direct mail or the newspaper.
3. When consumers click on your email, they're directed to your website — just like a Google click.
4. Your account executive will help you to craft a message that will deliver results.

## DETAILS

- Customizable creative
- Detailed tracking services
- Target specific regions, revenue, size of corporation, etc.
- Can be used for B2C or B2B marketing
- Expert support ensures highest deliverability possible
- Follow up emails and address lists available upon request

**TOP Olympia**  
food & drug

is Now *Haggen*  
NORTHWEST FRESH

**Grand Opening Celebration!**  
at Haggen Northwest Fresh Olympia  
WEDNESDAY, AUGUST 14 • 11AM-4PM

**RIBBON CUTTING CEREMONY**  
11am Cake & Coffee • Celebrate with us

**WIN FREE GROCERIES**  
1 random winner every 30 minutes from 10am-4pm gets a \$50 Haggen Northwest Fresh gift card

**MEET LOCAL SUPPLIERS**  
Sample their fare

**SCAVENGER HUNT**  
Find Splash outfits hidden throughout the store and win a prize

There is More

**FRESH BAKERY**  
Delightful! • Allergen friendly, gluten free, nut-free, dairy-free, egg-free, soy-free, and more!

**MORE ORGANIC**  
The freshest! • Check out our large selection of organic produce all from local farms. See the list at [top.com](#)

**Click Here**

Haggen Northwest Fresh

**75% OFF Installation**

**CLICK HERE FOR A FREE STAINLESS STEEL GAS BBQ\***

**Hurry! Offer Ends Aug 31!**

Works with Fir AND Pine Needles!

**ENGLERT LeafGuard®**  
www.LeafGuardGutters.com

**Why Choose LeafGuard?**

- LeafGuard is the only one piece seamless gutter system that sheds leaves and needles with no more clogs.
- If your LeafGuard gutter system ever becomes clogged, LeafGuard will clean them out for FREE FOR LIFE GUARANTEED.
- 66 year old company with over 40,000 customers in the Northwest.

