

THE LOCAL SPOTLIGHT

Your business, in *every mailbox*.

A premium 9×12 full-color postcard mailed through USPS Every Door Direct Mail to 5,000+ qualifying homes, six times a year. Each card carries one business per category, so your competitors aren't on it.

5,000+ HOMES PER MAILING	6× MAILINGS PER YEAR	One BUSINESS PER CATEGORY	9×12 FULL-COLOR, PREMIUM STOCK
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RATES

Pick your spot and your commitment

COMMITMENT	STANDARD SPOT	FEATURED SPOT
Single issue	\$250 per issue	\$400 per issue
3 issues 6 months	\$700 \$233/issue · save \$50	\$1,125 \$375/issue · save \$75
6 issues 1 year	\$1,350 \$225/issue · save \$150	\$2,150 \$358/issue · save \$250
12 issues 2 years BEST VALUE	\$2,500 \$208/issue · save \$500	\$4,000 \$333/issue · save \$800

1- and 2-year plans also get

- ✓ Category locked for your whole plan
- ✓ Priority placement on the card
- ✓ A free social media feature every quarter
- ✓ Quarterly QR scan reports

Standard: a full-color ad with your logo, contact info, and custom offer. **Featured:** front-of-card placement, the first thing every household sees. Multi-issue plans are paid in full.

EVERY SPOT INCLUDES

More than an ad on a postcard

- ✓ **Custom ad design**
We build it with your logo, contact info, and offer, and nothing prints until you approve the proof.
- ✓ **Your own trackable QR code**
We count postcard scans for each edition, so you can see the card working.
- ✓ **"Claim this offer" leads**
Homeowners claim your offer from your listing. Their name and number are emailed straight to you.
- ✓ **Category exclusivity**
Only one business per category on each edition. Once you book, the category is yours.
- ✓ **Online directory listing**
Your page at zeltmedia.com/spotlight, with a Save Contact to Phone button.
- ✓ **Every-door delivery**
USPS EDDM puts the card in every qualifying mailbox on the route. You don't need a list, and nobody is filtered out.

ONE SCAN · SAVED FOREVER

A business card that *never runs out*.

A branded digital card on its own link with a QR code. Someone scans it and your contact saves straight to their phone. You can update your info any time without reprinting anything.



STANDARD

\$49 one time

- ✓ Branded digital card
- ✓ Your own QR code
- ✓ Color + offer banner
- ✓ Hosted link, forever
- ✓ Delivered within 24 hours

PREMIUM

\$97 one time

- ✓ Everything in Standard
- ✓ Your custom logo added
- ✓ Brand color matching
- ✓ Social share image
- ✓ Priority 24-hour delivery

Add-on, +\$15: a matching print-ready card template. Drop in your QR code and send it to any printer.

Text it or post it

Put it in your Instagram bio, email signature, or a text.

Print the QR anywhere

Use it on truck wraps, yard signs, flyers, or invoices.

No monthly fee

Pay once and your card stays hosted.

BETTER TOGETHER

Spotlight + a digital card: *seen, then saved.*

The postcard puts your name in front of thousands of homes. Your digital card works for you everywhere else: job sites, networking, social media, and your truck. Book a Spotlight spot and pick up a card too, or start with a card and add the postcard when you're ready.

- 1 Postcard lands in 5,000+ mailboxes
- 2 Homeowner scans your QR code
- 3 They save your contact or claim your offer
- 4 You get the call, or the lead by email

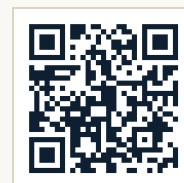
Ready to claim your category?

Reserve a founding spot with a **\$100 deposit**. It holds your category until the first edition prints.

Call or text: (631) 509-2541

Email: info@zeltmedia.com

Web: zeltmedia.com/advertise



RESERVE A SPOT
\$100 deposit



BOOK A CALL
Ask questions first



GET YOUR CARD
Order online

Categories are reserved first come, first served, one business per category per edition. Postcard spots are mailed bi-monthly; multi-issue plans are paid in full. Digital cards are a one-time price.