



Sick and Tired of:

- Ineffective **Telemarketing**
- Inconsistent results on **Direct Mail**
- Frustrated on how to use **Email** effectively
- Concerned about **Payment Rates**
- Troubled that 60% of your market is on the **DNC List**



Intelligent Circulation Marketing

www.westparkdirect.com

Veteran newspaper executives with over 30 years of circulation management experience.

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Innovative online, self-service solutions that save you time and money!

MediaPlus® Circulation is a comprehensive, revenue-generating system that skillfully handles the entire circulation business cycle.

- Powerful Targeted Marketing and campaign management features within *Circulation* can help you acquire or re-acquire subscribers.

- Give subscribers the ability to execute everyday transactions themselves with *iServices Subscriber*.

- Give distributors access to up-to-date information on routes, deliveries and returns through *iServices Distribution*.

iServices solutions are online, self-service applications, available 24-hours a day. Visit our booth to receive a free *iServices* demo CD, or log onto www.pbs.com/iServicesCirculation to view the demo online. And be sure to ask about our visionary *Liquid Media* strategy that can help you get to where you want to be today!

www.dtint.com



Liquid Media – the vision to help you grow

Web Publishing • Editorial • Advertising • Production • Circulation • Business • Professional Services