

# Rinnai<sup>®</sup>

## PRO 360<sup>°</sup>

### ADVERTISING

## Simple. Powerful. Designed for PROs.

Rinnai PRO360 makes marketing easy for plumbing professionals. We handle everything—create, post, print and track—so you can focus on running your business while we drive customers to your door.

# 02

## DIRECT MAIL | Explore 3 Options

STARTER PACKAGE

**\$3,970**

Because the best marketing combines online reach with real-world impact, Rinnai also offers our new Direct Mail options—customized postcard campaigns that reach the right homes with the right message.

Each option runs for 90 days, is professionally designed, fully tracked, and integrated with your digital campaign.

### 1. Direct Mail 360 “Starter Package”

- » 2,500 postcards mailed twice = 5,000 total pieces, includes postage. The mailings occur on days 30 and 60.
- » We mail to the top 2,500 homes in your area, most likely to need your services.
- » Targeting: Single-family and townhomes only (no condos/apartments) with annual income of >90K and 10 years or older homes.
- » Custom Landing Pages built for your business, optimized to turn visitors into calls.

#### ALSO INCLUDES:

- |                            |  |   |
|----------------------------|--|---|
| 1. Data list and targeting | 3. Personalized name printing and QR code for tracking         | 5. Informed Delivery <sup>®</sup> digital preview |
| 2. Custom postcard design  | 4. Full color 6x11 postcard (large size for better visibility) | 6. Call/Text tracking for every card              |

### 2. Direct Mail 360 “Plus Package”

- » 5,000 postcards mailed twice = 10,000 total pieces, includes postage.
- » Reaches your top 5,000 potential customers.
- » Includes all the Starter features plus wider coverage in your core zip codes.

PLUS PACKAGE

**\$6,950**

### 3. Direct Mail 360 “Maximum Reach Package”

- » 10,000 postcards mailed twice = 20,000 total pieces, includes postage.
- » Reaches every qualified home in your target area.
- » Includes everything in the Plus package with full list coverage for maximum response.

MAXIMUM REACH PACKAGE

**\$12,250**

**It's Better *In Network***