

# Multi-Tiered Lead Generation & Business Development

Our **CUSTOMS** Agent  
has an eye on you!



Keep an eye out  
for **CUSTOMS** and...



You can run,



but you shouldn't  
hide from...

**YES! I would like a Rand McNally "customs" agent to inspect my business and uncover "custom" promotion opportunities.**

I am declaring my key business goals:

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
Name of Business \_\_\_\_\_  
Your Name & Title \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

And I'm very interested in exploring the following marketing/promotion goals through Rand McNally "custom" products. (check those that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> Gain Profitable Market Share Growth | <input type="checkbox"/> Leverage Advertising Dollars        |
| <input type="checkbox"/> Increase Brand Awareness            | <input type="checkbox"/> Deliver Corporate/Division Messages |
| <input type="checkbox"/> Launch New Products                 | <input type="checkbox"/> Build Customer Base                 |
| <input type="checkbox"/> Reduce Promotional Costs            | <input type="checkbox"/> Address Recognition Programs        |

8255 North Central Park  
Skokie, IL 60076-2970

**A 23%  
Direct  
Response  
Rate**

**Substantial penalty  
for ignoring customs!**