



People you can trust...dedicated to service.

AMi eNewsletter

Supporting Marketing with Impact

Ideas for Impact

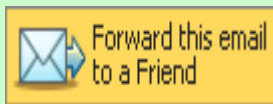
[The Hub of a Big Wheel](#)

[The Key to "Small" Successes](#)

Network with Us!



The More the Merrier!



EVENT FULFILLMENT



September 2011

SOS the USPS



According to the Coalition for a 21st Century Postal Service (a lobbying coalition composed of the largest commercial users of the USPS), the United States Postal Service (USPS) could shut down next summer unless drastic changes take place. Who loses if this happens? Everyone. The families sending cards and letters and well wishes to loved ones and friends. The organizations and businesses providing necessities, products, and services to individuals and communities. And the millions of Americans employed by the mailing industry.

This month, let's take a step back from our fundraising letters, our back-to-school sales, and our renewal offers to look at the importance of the mailing industry and to remind ourselves, despite its financial struggles of recent years, just how dependent our economy is on the USPS.

Then, be sure to [see this month's blog](#) to learn what you can do to help save the Postal Service.

If you have any questions under the marketing umbrella, let us know. [Send your questions to us today](#). We are here to help!

The Hub of a Big Wheel

The USPS "Employs" More than Just Postal Carriers and Mail Sorters



According to the 2010 Mailing Industry Job Study conducted by the Envelope Manufacturers Association Foundation for Paper-Based Communications, the mailing industry provides nearly 8.7 million jobs to American workers. Let us say that again: 8.7 million jobs, or 6% of the country's jobs.

That's nearly 2.1 million jobs for public and private sector entities involved in mail production, distribution, and handling.

That's 2.6 million jobs for employees responsible for sending and receiving parcels via the mail as part of their

The Mailing Industry is Alive!

Thousands of printers, mailing and fulfillment professionals, and publishers-including AMi's executive team-gathered in Chicago recently to attend Graph Expo 2011.

Designed to educate attendees on the latest equipment, products, and services, the expo continues to prove that the mailing industry constantly strives to discover new marketing trends and create new technologies that help suppliers and providers serve clients better, faster, and with more options.

Stay tuned to see what new ideas AMi's team brought back and how they'll impact the way you market.

Why Choose AMI?

- In Business for over 30 years
- Experienced, Knowledgeable Staff
- Meticulous Production
- Accurate, Timely Results
- Personalized Service

organizations' everyday business operations.

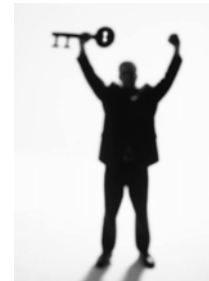
And that's 3.9 million jobs for companies and organizations that sell products and services using mail advertising or that deliver their products via the mailing industry.

The Postal Service, despite its economic and managerial struggles, provides 8% of all jobs in the mailing industry, but more importantly, it provides the infrastructure for the mailing industry, which generates approximately \$1 trillion in sales revenue each year and generated just over 7% of the United States' gross domestic product in 2009

The Key to "Small" Successes

The USPS Gives Life and Longevity to Small Businesses

Despite the growing importance of electronic communications and transactions with clients, members, and donors, printed mail remains a vital part of business to many businesses, particularly small ones.



The Direct Marketing Association reports, on its www.mailmovesamerica.org website, that more than 300,000 small American businesses rely on advertising mail to reach potential customers. Why? Direct mail provides a marketing option that's more affordable, geographically targetable, and reliable than television or radio ads. And, according to the association, it's effective: more than 8 out of 10 households read their direct mail.

Nurturing small businesses and ensuring their success not only makes our economy stronger, but it also makes the workforce bigger. After all, small businesses create 60-80% of all new jobs, and every big business started somewhere.

AMi Direct provides marketing solutions that increase your response rates and ROI.

With more than 30 years experience, AMi's deep understanding of direct marketing makes us your ideal partner for developing high-quality, solution-based marketing programs.



Team with us and experience nothing but top customer service, on-time, high-quality and the best results from your marketing initiatives.

Services include:

Data Management, Fulfillment Services, Print and Logistics Management, Personalization, Mailing Services, Convention Bag/Kit Assembly, Special Projects & Programming. For more information visit www.amidirect.com or call 800-663-2415.