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The Ultimate Reverse Mortgage Guide

Drip mailers

“Reverse Mortgage Today” newsletter drip mailers 1-7

“Headline style” letter drip mailers 1-10

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Letters

Bank/ Credit union

Bankruptcy

Care provider

Charitable giving

Collections

CPA

Credit councilors and social workers

Divorce

Elder law

Financial planner 1

Financial planner 2

Home repair

Homeowners insurance

Long term care specialist

Mortgage turn downs

Mortgage professionals

Widowed spouse

Property tax delinquent

Realtor

Response after mailer

Response with quote

Literature

One page brochure

One page brochure – banks/ credit unions

One page brochure – financial planners

One page brochure – mortgage lenders

Tri – fold brochure

Magazine advertisements

Magazine ads are for standard size magazine and are scaled to standard sizes.

$\frac{3}{4}$ page vertical
 $\frac{1}{4}$ page vertical
 $\frac{1}{8}$ page horizontal
Full page
 $\frac{1}{2}$ page horizontal
 $\frac{1}{2}$ page island
 $\frac{1}{2}$ page vertical
 $\frac{1}{6}$ page vertical
 $\frac{1}{3}$ page horizontal
 $\frac{1}{3}$ page square
 $\frac{1}{3}$ page vertical
 $\frac{3}{4}$ page horizontal

Newsletter advertisements

Newsletter ads are for 8 $\frac{1}{2}$ x 11 sized newsletters and scaled to standard sizes

$\frac{1}{4}$ page
 $\frac{1}{8}$ page horizontal
 $\frac{1}{2}$ page horizontal

Other marketing materials

8 $\frac{1}{2}$ x 11 color poster
8 $\frac{1}{2}$ x 11 B&W poster
8 $\frac{1}{2}$ x 11 seminar insert
11 x 14 poster color
11 x 14 poster B&W
Windshield/ door hangers