

AdTex advertising

Your Retail Advertising Department
www.adtexadvertising.com

FOR IMMEDIATE RELEASE

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ADTEX ADVERTISING, LLC PUSHES ITS INTEGRATED PRINT/WEB SERVICES

Aledo, Texas, April 17, 2008 —AdTex Advertising, recently announced a new initiative to aggressively promote its Integrated Print/Web Services.

AdTex President D.J. Adams cites the corporation's expertise at combining direct-mail print advertising tools with state-of-the-art technology solutions to incrementally boost clients' sales.

AdTex Advertising's advanced third-party Data Management Services provide enhanced identification of clients' true target customer and the ability to easily measure sales results. These services go beyond the usual list merging/purging done by many mail houses. They include Result Tracking, Coupon/Response Card Fulfillment, Dynamic List Management/Procurement, Demographic/Psychographic Segmentation and more.

Adams said, "Costs seem to be skyrocketing for all types of advertising. Everyone is looking for ways to save more while selling more. We strive to maximize our clients' ROI by developing customized programs that use low-cost print advertising to drive customers to their websites, expanded-line catalogs and into their retail locations. Essentially, we're still a seasoned 'brick-and-mortar' print advertising company. We're not 'going viral', becoming 'blog happy', morphing into a 'cyber agency' or anything like that. We have always embraced technology and are simply taking advantage of the expanding digital resources provided by our print partners."

AdTex Advertising's premiere product is the 6PAC Mailer. 6PACS (6 Pages And Coupons) and 12PAC (12 Pages And Coupons) mailers are a patented-design, "Slim Jim" (approximately 10-3/4" h x 6" w) mailer that delivers six or 12 pages of merchandise impact, PLUS perforated coupons or a Reply Business Card (RBC). PAC mailers are designed to meet U.S. Postal Service size and weight regulations to optimize the best automation rate discounts. PAC users are able to deliver six or 12 pages of full-color sales info to their target consumers' mailboxes at the same cost of mailing a letter. Besides the realized cost savings, the PAC mailer's compact size significantly reduces paper consumption and waste.

AdTex Advertising is a specialty creative corporation that produces cost-effective, high-volume, direct-targeted print advertising for retailers (it's largest customer was Macy's) and manufacturers. AdTex Advertising officers were formerly managers and staffers at one of the nation's largest home-products manufacturers. They have worked together, along with the corporation's exclusive print partners for over 12 years.

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