

Direct Mail Services

Repetitive Mailings = Name Recognition

Twelve mailings per year to 50 physicians is far more effective than 2 mailings a year to 300 physicians. You need a marketing solution that places your name at the top of referral lists month after month. *Magnetic Resonance Update* offers a complete and cost-effective approach to selectively market to physicians in your immediate area that's both easy and ethical.

We Mail the 1st of Every Month

By using our direct mail services, you can rely on consistent throughput independent of local factors unique to your office or vendors. Like clockwork, your mailing goes out every month without you having to think about it. It's efficient. It's automatic. Be sure to add your own name to your list so you can monitor our performance.

Send Us Your List

Send us your mailing list. Your list is strictly confidential and cannot be used for anyone else's mailing. It will never be sold or rented to anyone else, and will never be copied except as necessary to complete your mailing.

Standard Envelopes

When you use our mailing services your custom imprinted *MRUpdate* newsletters are inserted into our standard MRU generic envelopes at no additional charge.

Customized Envelopes

Get more impact with custom envelopes. Your center will receive more attention when you mail *MRUpdate* in envelopes customized with your logo and information. You'll also receive address correction service from the postal service to more effectively manage your customer database. Choose from a variety of templates we have on file or let us help you create your own look. Available in one- or two-color.

Custom Envelope Pricing

One color (black or PMS)	\$195 per 500 envelopes
Two color	\$245 per 500 envelopes

Inserts

Many centers like to include an introductory letter with their first mailing to announce the program to their referring physicians. Generally this is laid out on company letterhead. We can print it for you, or you can have your local vendor produce it and ship it to our mail house.

Guarantee

Each heavily referenced and peer-reviewed article is authored exclusively for us by a board-certified diagnostic radiologist specializing in the field of MRI.