



**Ross**  
4Marketing

A BR COMPANY

## Domino's® Catalog

### Your Trusted Marketing Partner

- Print
- Mail
- Signage



*Hungry for*

**MORE**

**2024 WORLD WIDE RALLY**

**Best Service, Selection & Pricing**

303.287.3217 • [Ross4Marketing.net](http://Ross4Marketing.net)

# CURRENT DESIGNS



Domino's New York Style Pizza



Domino's Rewards Dec 23



Domino's New York Style Pizza Bil



Pizza Emergency



Domino's Rewards Dec 23 Bil



Grand Opening with price point



Grand Opening



Hi Neighbor!



You're Up Late



Now Hiring!



Let Us Handle Lunch



Pinpoint Delivery



Corp Great Deals



Pizza & Chill



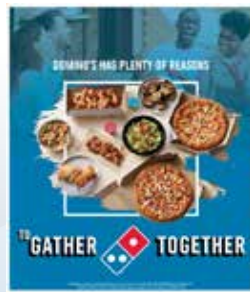
Grab A Quick Bite



Locally Owned & Operated



Corp Generic Menu Bilingual



Gather Together



Customer Appreciation



Hungry?

For More Designs go to [Ross4Marketing.net](http://Ross4Marketing.net)



# THE LASER TEAM

## Small Quantities... Now Available!



Boxtops

Tri-Fold Menu



Pop Up Cards

Small quantities, standard 5-7 day turnaround after art approval.

- Boxtops 5.375" x 8.5" (Qty 250 to 5,000)
- Flyers 8.5" x 11" (Qty 250 to 2,500)
- Pop-Up Cards 2.625" x 6" (Qty 250 to 5,000)
- Tri-fold 11" x 14" (Qty 250 to 2,500)
- Postcards 6" x 4" (Qty 250 to 5,000)
- Postcards 11" x 6" (Qty 250 to 2,500)
- Postcards 11" x 8.5" (Qty 250 to 2,500)
- Posters 11" x 17" (Qty 5 to 500)

Call your **Ross4Marketing** representative  
for more information!

# DIRECT MAIL WORKS

## RETENTION/PROSPECTING/CONVERSION

# Direct Mail Programs

Ross has plans for you!

## Who is your Target Audience?

**Target specific customers with Ross4Marketing.**

Reach the customers that matter most to you and have control of who receives what offers.

## 1. TARGET MARKET/TARGETED SEGMENTS

- Customer conversion and retention with fast Bi-Monthly Mailers
- Each week, Ross uses fresh data to reach your New Customers, Late Deliveries / Lapsed Customers / Current Customers/ most valuable Pizza Lovers
- First Class Postage for the fastest response to the previous week's New & Late orders
- Mail as few as 400 pieces per A&B week/per store

## 2. DATABASE/CUSTOMER RETENTION

- Increase frequency of orders and maintain customer retention from your customer database
- Drive volume and keep your market share with monthly mailers to your customer database
- Variable offers available
- Large variety of mailable vehicles and creatives
- Highest ROI

## 3. EDDM/SATURATION/CUSTOMER ACQUISITION

- Prospect for new customers the most economical way: EDDM
- Select carrier routes within your deliver area
- Great for reaching areas far from your store with delivery offers, or areas that would most likely opt for Carside Delivery
- Choose to omit or include Businesses
- Ask about the 'Do it yourself' option



# DIRECT MAIL WORKS

Your direct mail experts with over 100 years experience

## ROSS4MARKETING MANAGES YOUR MAIL PROGRAM FOR YOU

### TARGET MARKET MAIL PROGRAM

#### FEATURES:

- Large 9x6 Postcards
- New, Late, Lapsed, Current, MVP
- Mails most recent data
- Mails on A&B weeks
- Front creative depicts segment used

#### BENEFITS:

- Target specified segments/customers  
ie: New, Late, Lapsed, Current, MVP
- Individualized messaging for each segment
- Choice of up to 2 coupon offers

\*Back includes Now Hiring Message and 2 coupon offers.



\*Variable message and offers

### DATABASE / CUSTOMER RETENTION PROGRAM

#### FEATURES:

- Free creative changes monthly
- Choice of segments
- Return on Investment (ROI) report so you see your mailer working for you.
- Choice of mailing piece ie: postcards or menus
- Choice of in-home dates
- Choice of coupon offers

#### BENEFITS

- Front cover creative changed monthly
- Stop your customers from going to the competition
- Improve customer loyalty
- Increase repeat purchases



#### Print makes an impression

- Direct mail receives 9X more responses than email.<sup>3</sup>
- 17 Seconds is the average lifespan of an email.<sup>1</sup>
- 17 Days is the average lifespan of a piece of direct mail.<sup>2</sup>

EDDM is a low cost way to prospect for new customers and grow your business!

### EDDM / SATURATION / CUSTOMER ACQUISITION PROGRAM

#### FEATURES:

- Mail all or part of your delivery area
- Choice of creative
- Choice of coupon offers
- Choice of: 6"x 11" postcard, 8.5"x 11" postcard, or full size menu
- Choice of in-home week
- Ask about the 'Do it yourself' option

#### BENEFITS:

- Lowest cost postage mailer
- Target your specified D&S Area
- Get your menu in every home



A BR COMPANY



# NOW HIRING

## Direct Mail Solutions

### Two Now Hiring Plans to Choose From

#### 9"x 6" 1st Class Mail Postcards

This specially designed 9"x6" 1st class postcard focuses on three ways to apply and lists benefits & positions available at Domino's®. Mail small quantities on a regular schedule so you always have a steady stream of applicants ready to be hired. Target people that live within 1 mile of the store and when possible, focus on people living in apartments (multifamily dwellings) or mail current customers from your store database. Typical quantity is 400 mailers per store, twice a month on A&B weeks. Rotate the stores in your plan every 3 months.



#### 11" x 6" Every Door Direct Mail Postcard

This designed 11" x 6" EDDM postcard has all the above design features plus room for 3 additional coupons. You choose the carrier routes within your delivery and service area. Typical quantities are 2,500 per mailing for 2 to 4 weeks depending on your needs.



# NOW HIRING

## Print Solutions

Do not wait until you are short staffed!



Tri-fold Menus



2" Stickers

**IN STOCK -READY TO SHIP  
RECRUITMENT BOXTOPS**

- Staffing up doesn't have to be hard! Make it easy with a Recruitment Boxtop.
- Pizza Box Ad Promotion is the most cost effective way to deliver your message inside local customers' homes, dorms and offices while their sales barrier is down.
- Mail a menu or postcard with mini app for hiring potential.
- Add a Hiring QR Code to every printed piece.



60# Offset,  
5.375" x 8.5", 2 sided



11" x 6" Postcards

### Advertise your staff openings everywhere!

- Stickers w/ QR code
- Boxtop w/ Mini App & QR code
- Pop Up Card w/ QR code
- Tri-fold Menus w/ Mini App & QR code
- Banner & Yard signs with QR code
- Car Magnets
- Marketing Cards



Car Magnets



# MENUS

## TRI-FOLD MENU

- Prints weekly for quick turn around
- Tri-fold size fits conveniently in menu stands
- Dual purpose for in-store use and EDDM mailings
- Economically Priced
- FDA compliant with options, pricing and calories listed
- Available without calories and prices upon request
- Add photos to coupons for an additional charge
- English or Bilingual layouts available
- EDDM Compatible



60# Gloss, 11"x14" Flat, folds to 4.7"x 11", 2 sided

## BI-FOLD MENUS

- Compact size, excellent choice for boxtopping or handout
- Budget friendly
- Two offers or no offers
- Fits conveniently in menu stand



60# Gloss, 9 1/2"x11" Flat, folds to 4 3/4"x 11", 2 sided



## 1 OR 2 SIDED MENU BOXTOPS



60#, 9.5" x 11", 4/0 Color

- Convenient oversized boxtopper with full menu
- One sided - no coupons
- Our least expensive menu
- Available with or without an address panel



# POSTCARDS

## 11" X 6" POSTCARDS

- A practical choice for delivering your message
- Use these to do your own EDDM or you can do your own database.
- Use for Grand Openings, Competitive Intrusion & more
- Choose any creative & 6 different layouts
- Heavier 9pt stock & taller dimensions stand out against standard envelopes in the mail
- Front UV coating makes images pop
- EDDM Compatible



9pt Matte  
11" x 6"  
UV Front  
2 sided



## 11" X 8.5" POSTCARDS



- Lots of space to display your partial menu with calories and pricing
- 4 or 6 coupons
- Choose any creative & 4 different layouts
- BIG 11" x 8 1/2" size is perfect for Grand Opening Mailers & EDDM
- Heavier 9pt matte stock
- Front UV coating makes images pop
- EDDM Compatible



## 9" X 6" POSTCARDS

- Great size for handouts & invites
- Customize the back with your message & up to 2 coupon offers
- UV coated front makes food pictures pop



9pt Matte  
UV Front Side  
2 Sided



# BOXTOPS

- 2 Different sizes available
- 1 or 2 Sided available
- Reach your audience at home
- Keep offers in front of your best customers
- Bounce back marketing with every order
- Inexpensive way to get the word out about relocating, boost weeks, fundraising and more
- Choose any creative & different layouts

## Standard 1 Sided



## Standard 2 Sided



## 1 Sided



- Convenient oversized boxtopper with full menu
- One sided - no coupons
- Our least expensive menu
- Available with or without an address panel



## 2 Sided



60#, 9.5" x 11", 4/0 Color

- Inexpensive inserts or handouts
- Use for newspaper inserts
- Use as a boxtopper
- Choose from any creative & 3 different layouts
- Two-Sided
- 6, 8 or 9 coupon layout



60#, 9.5" x 11", 2 SIDED



# STICKERS

## Counter Stickers

- 6" x 6"
- Printed on 4 mil vinyl adhesive with or without lamination
- Let Ross4Marketing create your QR code to your URL page



## Ready To Ship Stickers

Now Hiring 2" Round Sticker  
2,500 per roll



## Custom Stickers/Labels

Print Custom Stickers in different shapes & sizes. Ross will design any creative. The possibilities are endless!



# STORE SIGNAGE

## OUTDOOR BANNERS

- Perfect for recruiting & time sensitive offers
- Durable, versatile, easy to install & remove
- Many custom sizes & designs available
- Grommets placed every two feet for easy hanging



## WINDOW DECALS

- All sizes available.
- Promote message to vehicle & foot traffic
- Sold or translucent for security purposes



## YARD SIGNS & WOBBLE BOARDS

- Promote messages to vehicles and foot traffic
- Versatile & affordable outdoor signage
- Choose from a variety of designs or create your own
- Lightweight & weather resistant
- 4 Color/Photo Quality

Quickly spread the word in your neighborhood!



**CORPORATE ANNOUNCEMENT**  
Ross is now the preferred vendor for yard signs!

## VERTICAL BANNERS

- This retractable banner and stand packs great value into a durable, easy to use display
- Stand can display one or two banners
- Eleven stock designs to choose from, or create your own
- Compact size and portability make it perfect for in-store or event use
- Purchase additional banners anytime



## FEATHER FLAGS

- Cost-effective way to advertise
- Display near sidewalks, driveways, and store entrances
- Essential for hard-to-find stores in shopping centers & commercial areas
- 14ft Feather Flags with Spike Stands
- Single or double sided banners with carry case
- Minimum order of 2 flags





# IN STORE PRODUCTS

## PORTION CHARTS / JOB AIDS

Choose Any Size - All are Laminated

- 18" x 12" • 24" x 18" • 36" x 24" • Custom Sizes Also Available

Quick turn-around – The perfect tool to increase efficiency!

Comes in set of 3



## TABLE TENTS

- Our 3-Sided Table Tents are a handy way to promote new menu items, discounts & specials
- Keep your dine-in customers engaged
- Over 20 designs to choose from. View at [Ross4Marketing.net](http://Ross4Marketing.net)



## MONITOR TALKERS

Monitor Talkers are a perfect source for training your employees how to navigate through a phone order

- 3" x 8" Card displaying promos & specials
- Comes with a clear plastic self-adhesive holder clip
- Attaches to side of POS monitor
- Customize to fit your needs



# LOCAL STORE MARKETING

## BIG DOORHANGER

- 9pt., 5.375" x 11", 2 sided
- Horseshoe Die-Cut
- Target specific neighborhoods or delivery areas
- Easily slides on knobs with one hand
- Use any of our corporate approved creatives
- Choice of 4 or 6 offers & 5 different layouts



## RACK CARDS

- 9pt, 4" x 9", 2 sided
- Target specific hotels, motels, visitor centers, etc.
- Target specific businesses
- Use your menu or any Corporate approved creative
- Customization available
- Fits in most stands



## POP-UP CARDS

- 9pt Matte Cover, UV Front Side, 2.625" x 6", 2 sided
- Slides in the front lip of all pizza boxes
- Sturdier paper holds up in purses and wallets
- Economical for many uses





# NEW STORE/GRAND OPENING

## PRIOR TO OPENING

- Prepare your neighborhood and delivery area for your Grand Opening!
- Announce with COMING SOON outdoor banners
- Use our RECRUITMENT BOXTOPS to generate applications for new team members
- As soon as you have your store phone number, order doorhangers with peel-off magnets for the immediate delivery area
- Next, order materials such as menus, magnets, Grand Opening Flyers, and Loyalty Brochures

## SOFT OPENING

- Do you have a Dine-In area? Spruce up your tables with custom Napkin Dispenser Inserts and Table Tents.
- If you have a pick up window, do you need directional signage?
- Handout cards to evoke a sense of excitement with Peel-Off cards

## GRAND OPENING

The BEST way to announce your Grand Opening is with an EDDM mailing to your delivery area! We have on of the largest selections of mail vehicles available to franchisees. For extra impact, we can incorporate photos of your store into your mail piece to visually enhance customer interest.

## MATERIALS AVAILABLE

- Postcards
- Menus
- Scratch-Off Cards
- Peel Off Cards
- Pop-Up Cards
- Boxtops
- Doorhangers
- Marketing Cards
- Banners
- Window Clings
- Yard Signs
- Wobbleboards
- Flags



Magnets



Boxtops



Doorhangers

EDDM Savings Menus



Supersize Postcards

# CAMPUS

## Design Your Own Campus Marketing

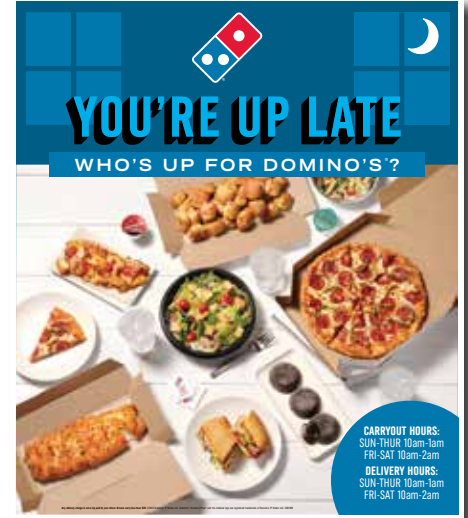
- Choose your product
- Choose your design



Cram Session



Study Eat Sleep Repeat!



You're Up Late

Double your marketing power with our

## HANDOUT WITH PEEL-OFF CARDS OR MAGNETS!

### Features:

- Heavy Weight 9pt. Matte card stock
- Room for two custom coupons
- Customize with your store info
- Choice of Peel-Off Card or Magnet - Customize Front & Back.

**Finish Size:** 5.375" x 6" (Handout)  
3.5" x 2" (Peel-Off)

**Sides:** 4-Color, 2-Sided  
with UV Coat Front

**Paper Stock:** 9pt. Matte Handout,  
14pt. Matte Peel-Off Card  
(7pt. Gloss Magnet)

**Bleeds:** Full Bleed - .125"

**Folds:** No Fold

### HAND THESE OUT:

- During RUSH week
- Freshman Orientation
- Move in Week
- Sports events
- Fire Drills
- Bookstores

