



**EVER WONDER  
WHERE SOME OF YOUR  
DIRECT MAIL  
RESPONSE CARDS  
END UP?**

The problem with direct mail is that you don't know what you don't know.

You send out a bunch of cards. You wait. Some of them come back. OK. But what about the ones that don't come back. Who are these people? Where are they?

There's a simple answer to these questions. Call Mark Facey & Company. We're telemarketers who specialize in trade publishing. We can track down the people you want to reach. Talk to them. And supply you with demographics that are accurate and current. What's more, as telemarketing pros, we know the ropes. We hire phone-smart people. Train them in specific industries. We're cost-effective. Easy to work with. And fast.

So stop squawking about direct mail that never comes home to roost. Get Mark Facey & Company on the phone.

**Mark Facey & Company**  
Telemarketing For Controlled Circulation.