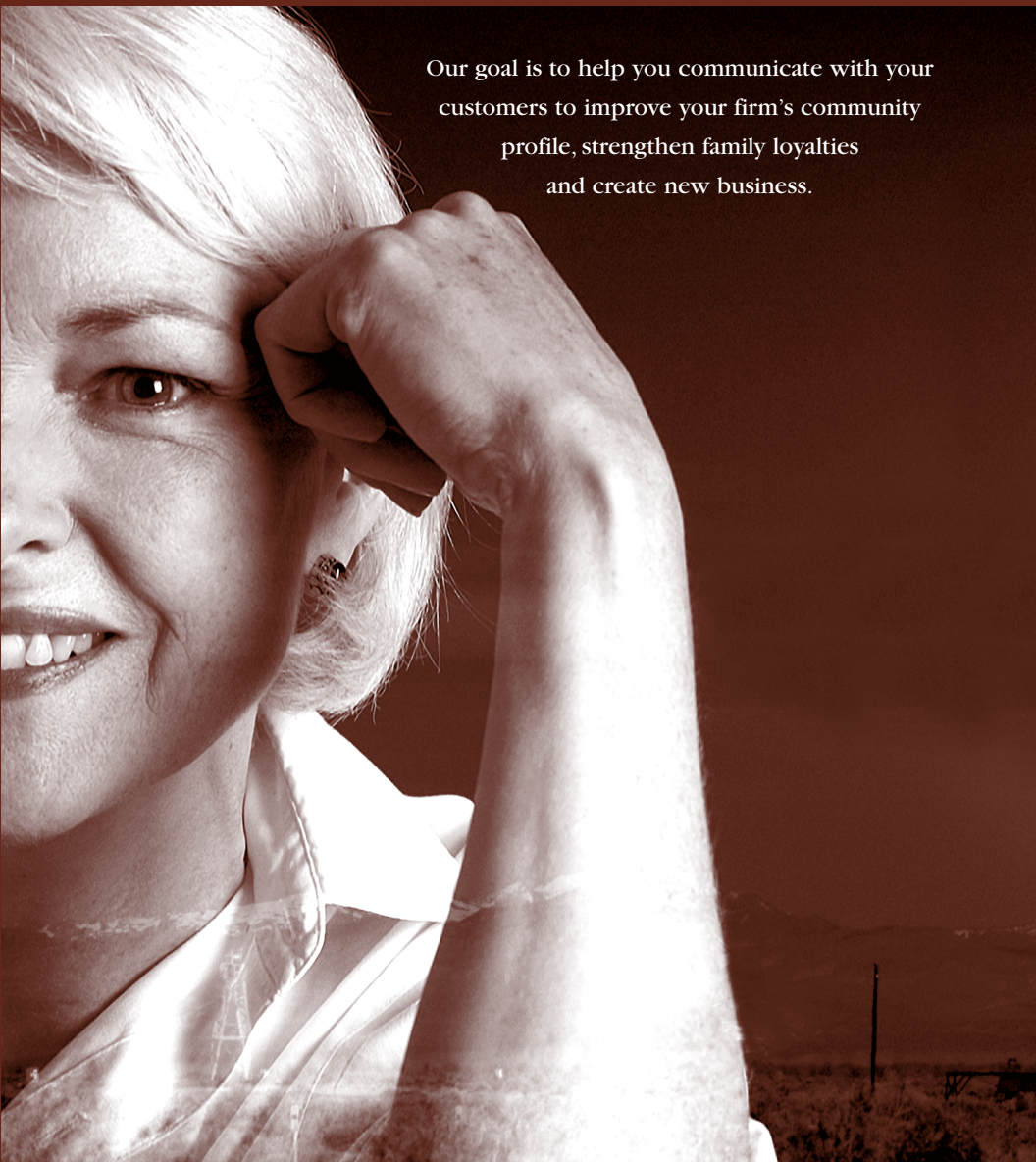


THE COMMUNICATOR



Our goal is to help you communicate with your customers to improve your firm's community profile, strengthen family loyalties and create new business.

THEY'RE YOUR FAMILIES ... TALK TO THEM.

THE COMMUNICATOR

THE 5 W's

The Communicator is a 4-page newsletter designed to help you communicate with your families - the people who have used your firm as well as those who have pre-arranged funerals with you.

WHY

SHOULD I DO THIS?

You have personal contact with your families once every eight years, on average, whether it's at-need or to honor a pre-need contract.

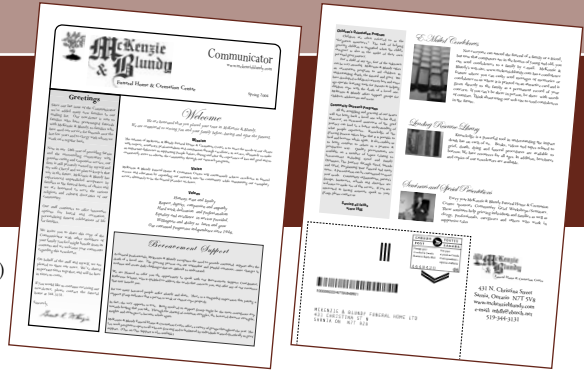
For the rest of those eight years, your families are being left to the forces of the market (advertising from a competitor or negative news from the media). This is your family. Your firm has served them well in the past, and with a little communication and information on the value of the service you provide, they will remain loyal to you, and will call again when services are required.

WHAT

WILL BE IN IT?

The front and back page will be about you - the news, your people and facility. The inside will be editorial written by well-known authors such as Alan Wolfelt, Doug Manning and Earl Grollman. It will contain information to reinforce the families decision to pre-arrange, it will encourage special ceremonies, meaningful services and explain the value of a funeral. A perforated return card makes it easy for families to request more information from you.

Sample Communicator
(custom front and back covers)
McKenzie & Blundy
Sarnia, Ontario



WHERE WILL IT GO?

To your families. Simply supply us a mailing list of pre-arranged individuals or families you wish to receive it. We provide complete confidentiality and privacy as well. Your mailing list will not be rented or sold to others.

WHEN WILL I SEE BENEFITS?

Immediately. If your customers and their families get to know you better and see you as an active part of the community, it will reinforce your image as the family firm. Customer loyalty is future business.

WHO WILL LOOK AFTER THE DETAILS

We will, from start to finish. We'll do the layout and design, inside editorial, printing and mailing. We'll even provide personalized envelopes and postage. If you need your material written, our professional writer will call you, write your copy and send you a proof before anything is printed. Alternatively, you can provide us with written finished copy. Either way, or something in the middle, we will help you build a professional newsletter.

THE COMMUNICATOR

"Just wanted to let you know how much we appreciate your assistance in helping us stay in touch with those we serve. We have been using the Communicator for the past five years and believe that it has been instrumental in keeping and creating new clients. You and your team create professional publications for us with little effort on our part. In today's busy world the Communicator helps us to hold on to those families we have served in the past and reminds those who have pre-planned with us that we still value their trust."

Brian Parent

Families First Funeral Home & Tribute Centre Inc.

"I am very happy with the quality of content, timeliness of publications, and how simple and easy the process is for McAlister-Smith to offer the Communicator to the families that we serve. Keep up the great work, guys."

Mark Smith

McAlister-Smith Funeral Home

RATE CARD

Options:

1) The first option allows full color throughout with two pages of personalized information on the front and back. It can include color photos to highlight your people and facilities. It is designed for firms that are mailing to 1,000-plus families.
1,000-plus mailings ... \$2.10 per copy

2) The second option allows black plus one color on the front and back with full color on the inside two pages. The option is designed for firms that have 500-plus mailings.
500-plus mailings ... \$2.50 per copy

OT Communications Inc.

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Please call us for more information at 1-800-465-0322