



We created this “Yellow Pad” mailer in an effort to generate new business members for PACE Membership Warehouse, Inc. ■ We printed thousands of personalized yellow pad “top sheets,” then attached them to the yellow pads. This gave the impression that the entire yellow pad had been hand-written or run through a laser printer in some impossible or mysterious manner. ■ The complete mailing included the personalized pad, a membership application with a temporary shopping pass and an offer for an additional one dozen free yellow pads as an incentive to get business owners to come and shop at PACE. ■ The overall response rate was overwhelming, generating 15% response at some warehouses and more than twice that at others.

Personalized Yellow Pad

