

# Upscale Direct

upscale direct mail

[WWW.UPSCALEDIRECT.NET](http://WWW.UPSCALEDIRECT.NET)

MAIN OFFICE 518.475.3800 | TOLL FREE 888.570.6245

750 DELAWARE AVENUE, DELMAR, NY 12054



All you need is inspiration.

SELECT SIGNATURE SERIES WINDOW TREATMENTS

Budget Blinds Carries your favorite styles and the best brands at prices less than big home stores. Call for your FREE in-home consultation and see for yourself.

584.2020  
[www.BudgetBlinds.com](http://www.BudgetBlinds.com)

Fabric Treatments  
"Silhouette"  
Wood Blinds  
Wood Shades

Shutters  
Vertical Blinds  
Horizontal Shades  
Roller Shades

AND MUCH MORE!

HunterDouglas   

**\$100 OFF**  
\$100 Off of any \$500 purchase. 

**\$300 OFF**  
\$300 Off of any \$1,000 purchase. 

**\$1,500 OFF**  
\$1,500 Off of any \$5,000 purchase. 



Tammy Loya Studios  
priceless portraits

518.884.7400 [www.tammyloya.com](http://www.tammyloya.com)

We've Moved! Come see us for our Grand Opening September 22nd

Donate \$100 to purchase your chocolate bar now until September 22nd and see if you've won the golden ticket, A Session for 2 Children and a 24x30 Wall Portrait Valued at \$3350

All Donations will go to Double H Hole in the Woods [www.doublehbranch.org](http://www.doublehbranch.org)

Also Announcing the Grand Opening of A Silver Spoon by unique baby boutique

20 Prospect St.  
Ballston Spa NY 12020  
518.884.7400 [www.tammyloya.com](http://www.tammyloya.com)

Photo courtesy of Tammy Loya Studios



Northeastern Fireplace & Design  
518.459.0270  
1650 Route 9W, Selkirk, NY

Feel the Warmth of the Holidays

Fireplace & Design

ONLY \$99  
On your first ton of pellets

\$300 OFF  
the purchase and installation of any the 60" or wood burning fireplace

\$40 OFF  
your next chimney cleaning service

ONLY \$199  
For one ton of pellets

CALL 518.459.0270

1650 Route 9W, Selkirk  
1650 Route 23, Marysville  
Hours: Mon-Wed 10-5 • Thurs 10-7 • Fri-Sat 10-4

Offering the Finest Gas and Wood Stoves and Fireplaces by Heat-N-Go, Kalamitone, Soapstone, Enville, Modena and More.

Burning Fireplaces in our Show Room

## SERVICING THE FOLLOWING ZONES

Toll Free **888.570.6245**

Albany | Rennselear **518.475.3800**  
Saratoga | Schenectady

Dutchess | Putnam **845.891.8884**  
Westchester

Orange | Rockland **845.891.8884**

Unlike other forms of media,  
such as television, newspapers and radio  
that use a “shotgun” approach to advertising,  
by reaching out to the masses,

***WE TARGET OURS TO REACH A  
VERY SPECIFIC GROUP OF CONSUMERS***

With **DIRECT MAIL**,  
**EVERY** advertising  
**DOLLAR** you **SPEND**  
**REACHES** your  
**MOST QUALIFIED**  
potential **CUSTOMER**

# 7 Reasons Why Direct Mail is So Effective

## Allows you to target with precision:

Only reach those who need your product or service and can afford it.  
It's easy to track your return on investment.

## It works when you're not:

Like the old saying, In Rain, Sleet or Snow, the mail arrives.

## It leverages your efforts:

You can only give your best sales presentation to one person at a time.  
Reach thousands of people at once.

## It's something that you can touch and feel:

E-mail, radio and television are gone after the message is presented.

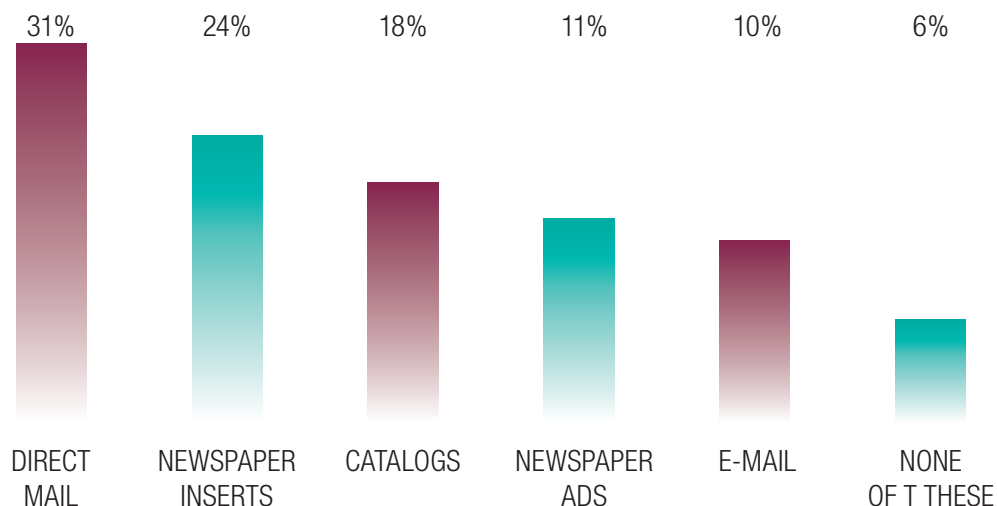
## It's cost effective:

Don't waste money on anyone who is not a real prospect.

## It gets one on one attention:

Your message is not being broadcasted while someone is driving and talking on their cell phone.

METHODS THAT US ADULTS WOULD PREFER TO RECEIVE INFORMATION REGARDING A COMPANY'S PRODUCTS AND/OR SERVICES (AS A % OF RESPONDENTS):



## PREMIER ON AUTO SITE DETAILING

“Since working with Upscale Direct, I have already recovered my investment, made a profit and have expanded my client base in the exact market I was aiming for. I began receiving calls the same day the ads were delivered to the homes. As for the look of my ad, it looks fantastic, it says “Upscale”; the ad lends so much credibility and professionalism to my business! Thank you!”

– Monte Vacarelli

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Captivating Water Sculptures

“I was very happy with the result I got from ‘Upscale Direct’ marketing, there is a limited market for my water fountains but I got a good response from this advertising. Reserve me a space I would like to do it again. Thank you.”

– Colin Taylor

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## Caricatures by Jenny

“I have been extremely happy with Upscale Direct! As of this point, it’s the best advertising that I’ve done. The response from my ad has been very encouraging and has had a positive effect on my business! I highly recommend using Upscale Direct for any Capital Region advertising!”

– Jenny O’Connor

## Q: DOES YOUR BUSINESS OFFER A PRODUCT OR SERVICE THAT IS TARGETED TO AN ELITE CONSUMER?



WITH UPSCALE DIRECT EVERY ADVERTISING DOLLAR YOU SPEND REACHES YOUR MOST QUALIFIED POTENTIAL CUSTOMER

EXCLUSIVITY GUARANTEED CALL NOW TO RESERVE YOUR SPACE AND LOCK OUT YOUR OTHER COMPETITORS

UNLIKE OTHER FORMS OF MEDIA THAT USE A "SHOTGUN" APPROACH, WE TARGET OURS TO REACH A SPECIFIC CONSUMER GROUP

## A: ADVERTISE DIRECTLY TO THE 20,000 WEALTHIEST HOMES PER ZONE WITH UPSCALE DIRECT

### PRICE INCLUDES

- Graphic Design with Color Proofs
- Sorting, Mailing List, Mail Prep, Postage

### PRICING

- Jumbo Card
- Standard Card

1x Rate    4x Rate    12x Rate

**PLEASE CALL THE REPRESENTATIVE IN YOUR ZONE FOR CURRENT RATES**

### ZONES

Call Toll Free at Any Time 888.570.6245

**518.475.3800**

**845.891.8884**

**845.891.8884**

**Coming Soon!**

Albany

Dutchess

Ulster

Berkshire (MA.)

Saratoga

Putnam

Orange

Columbia

Schenectady

Westchester

Rockland

Fairfield (CT.)

Rensselaer