

DIRECT

HIT



Government Services

At Midwest Direct, we believe your print/mail provider should save you time, trouble, and have a positive impact on your costs. For example, City and State Tax Assessment offices turn to us for assessment mail and tax collection production. We have the facility and team to get tax collection and assessment projects out the door and to residents quickly and with as few touches as possible.

No matter what kind of office you are, if your mailings have gotten too complicated or time-consuming to do in-house, or you are looking to change vendors, it may be time to hand them off to a production facility like Midwest. At Midwest, we can take your mailing from list through print, assembly, and off to the USPS® all in one place. We are staffed with postal professionals, so we can ensure your mail is meeting postal specifications every step of the way.

Personalization:

Our production team will provide the best quality, especially when it comes to personalization. Not only can we spray on addresses, but we can also offer variable data printing on every part of your mailing. We can even help you figure out how to design your mail piece — just ask!

(Ask for digital, dynamic full-color print!)

Speed and Cost:

We are always updating equipment to make sure we can offer the best quality, efficiency, and cost to our clients. Our goal is to streamline the process to keep the project cost-effective and efficient.

Complexity and Accuracy:

We can take on complex mail projects. If your mailing requires complex versioning or inserting, we handle it and keep you within postal regulations. We offer quality checks during each step, including camera verification. Our team of postal experts are ready to take on your mailing needs.

In addition to assessment mail and tax collection production, Midwest Direct also offers additional government services. View our complete list of offered government services at <https://tinyurl.com/ya4bmqfw> or contact us today at 1.800.686.6666 to get started!

TAX COLLECTION AND ASSESSMENT MAIL PRODUCTION

WITH MIDWEST DIRECT

2.5

million drivers licenses issued to drivers in Ohio in 2019.*

DOG OWNER RENEWAL

Ohio law requires every dog owner to renew their dog license between December 1st and January 31st of each year.

2

A registered voter can be called to jury duty once every two years.

4.15.22

The deadline for filing your 2021 taxes is April 15, 2022.

2

million licensed drivers in Ohio.*

* Rounded Numbers from the State of Ohio BMV

Team Treats



BUFFALO HUMMUS

Buffalo chicken dip and hummus are two of the most popular appetizer dishes at any party. Because of our love for both, we just had to share this recipe by Delish for Buffalo hummus.

INGREDIENTS:

- 1 (15.5 oz) can chickpeas, drained and rinsed
- 1 ½ cups diced roasted red bell pepper, divided
- ¼ cup tahini
- ½ cup crumbled blue cheese, divided
- ¼ cup hot sauce
- 3 Tbsp olive oil
- 1 clove garlic, minced
- Salt
- 2 green onions, chopped
- Celery, carrot sticks, and pita chips for serving

DIRECTIONS:

1. In a food processor, combine chickpeas with ½ cup roasted red pepper, tahini, ¼ cup blue cheese, hot sauce, olive oil, and garlic. Pulse until smooth, scraping down side as necessary.
2. Transfer hummus to a shallow serving bowl and wipe the food processor clean. Add remaining 1 cup roasted red pepper to the food processor and season with salt. Pulse until pureed.
3. Top hummus with roasted red pepper puree, green onions, and remaining blue cheese. Drizzle with more olive oil and serve with pita chips, celery, and carrots.

Find recipe here: <https://tinyurl.com/y82j7mr3>



Mandy's

MOTIVATIONAL MOMENT

"Make a pact with yourself today to not be defined by your past. Sometimes the greatest thing to come out of all your hard work isn't what you get for it, but what you become for it. Shake things up today! Be You...Be Free...Share."

– Steve Maraboli



0:00

20:29

EP 16: The Next Big Thing in Mail Tracking is Here

Midwest Direct has been offering mail tracking for some time, but now our dashboard is updated. Digital+post provides you with tracking on your mail all the way down to the individual level. You can accurately prepare for new calls and online leads by knowing exactly when your mailing campaign is hitting mailboxes. Digital+post is a marketing-based solution that is designed to seamlessly track the effectiveness of your direct mail campaign while enhancing results through the integration of digital platforms like Informed Delivery® Email, Google, Facebook, and Instagram ads. This week, we sat down with our resident experts in mail tracking, Gary Seitz and Scott Campbell, to discuss how mail tracking works on the technical side and how our customers most commonly utilize it.

Digital+post mail tracking offers:

- Predictability to know when your mail is projected to reach mailboxes
- Delivery confirmation down to the per piece level
- Know the percent of mail that has arrived and the percent left to be delivered
- Be prepared for new calls & online leads
- Reporting that is synced with Google Maps

Listen to Gary Seitz and Scott Campbell on the full capabilities of digital+post Mail Tracking, in the Plus Podcast at mw-direct.com/pluspod16.



FUN FACTS: LICENSE PLATES

Although license plates are required for drivers in the United States, they have not been around for that long. The first license plates date back to the early 1900s, but they were different than the ones we know today. Here are some fun facts about license plates in the United States:

- Massachusetts was the first state to issue a license plate to its residents. On September 1, 1903, the plates were issued by the Massachusetts Registry of Motor Vehicle (RMV) and their numberings were purely numerical since letters were not added until years later.
- The letters used the least on United States license plates across all 50 states are I, O, and Q. No one can seem to figure out why... However, some believe it is because they can easily be confused with numbers.
- In many parts of the world, there is a single system of licensing in the country. In the United States, there are more than 50 variations of license plates. Every state chooses its own colors, symbols, slogans, and expiration dates for their license plates.
- License plates have been around since 1903, but they have not always been the same dimensions. It was not until 1956 that uniform license plate dimensions were set. The states agreed on 6 inches by 12 inches (15 by 30 cm) as the standard dimension for each plate.
- In Delaware, low digits like the number 1 are used for the governor, the number 2 for the lieutenant governor, and so on. In 2008, the number 11 Delaware license plate was bought by a collector for \$675k. Other two, three, and four-digit Delaware license plates sell for thousands of dollars.



Print Puzzles

WHAT TO DO - PRINT EDITION

There's no reason to shy away from print and mail — even if you don't have experience creating a mail campaign. There are many designers, printers, or mailers who can help you develop the content. You can learn on your own or consult with a professional printer or mailer for creative services. After that, there are a few simple steps involved in completing a print/mail piece.

- **Be sure what you plan to mail is qualified to mail at the rate you expect.** Whether you plan to send it as Marketing Mail or First Class Mail, you'll need to know the right size, weight, and timelines. Call a mailing professional for help or check out our blog "First Class vs. Standard Mail" (Marketing Mail).
- **Determine your quantity.** This will be the amount of records on your list, plus however many "extras" you need for handing out, keeping on file, showing off to friends and family, etc....
- **Figure out the dimensions of your piece.** Work closely with your mailing professional as sizes will affect your print and mail price. Need help? Read our blog to learn how to "Prep For Your First Print Project Like a Pro".
- **Determine the type of print you want.** Your designer can help you weigh the pros and cons of all your options, so make sure to ask many questions. While you're at it, ask the designer to show you a piece with bleeds and without bleeds. This refers to how closely the artwork goes to the edge of the paper and will change the look and price of your piece.
- **Select your paper stock.** There are many options and combinations when it comes to paper stock. It all depends on your individual situation. Compare your options and choose the best option for your print project. The size of the sheet, as well as budget, will affect what combinations you choose.

Got all that? We know the technical side of printing can be overwhelming. If you feel like you're in over your head, call us at 1.800.686.6666. We'll help you get through these tough choices with confidence!

PROMOTIONS & INCENTIVES

Emerging and Advanced Technology

This promotion encourages mailers to incorporate emerging technologies such as AR, VR/MR, NFC, Video in Print, and multichannel mail integration with digital assistants/smart speakers into their direct mail pieces.

- Regular and nonprofit Marketing Mail letters and flats, and First-Class Mail letters, cards, and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion period.
- **Registration:** January 15, 2021 - August 31, 2021
- **Promotion period:** March 1, 2021 - August 31, 2021

DIRECT Hit



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PRESORTED
STANDARD
U.S. POSTAGE
PAID
MWD

Inside This Edition...

USPS Promotions!

License Plates!

Buffalo Hummus!



Discover Our Beginner's Guide to First Class Mail

Read about it on mw-direct.com/blog

Tell us what you think. Email your comments and give us your feedback on what you enjoy about Direct Hit!



Questions or comments?
Email us at marketing@mw-direct.com.