



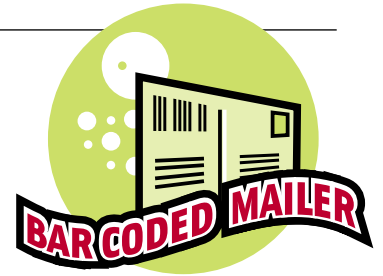
direct mail promotions **GAMING**

Boost response rates on your next mailer or print campaign with a truly compelling call to action ... the FREE chance to win an enormous prize, paid for by Odds On!

DIRECT MAIL PROMOTIONS

Bar Coded Mailers

Pack your floor during your next direct mail campaign with a chance to score big by stopping by your casino! Have your mail house sequentially bar code each mailer during the print process. Odds On will supply the necessary verification unit and preselect a potential winner or winners. If that person stops by and matches their bar code, they go home a winner and we write the check!



Key Mailers

This is a great promotion with a lot of excitement. Have your agency design a numbered mailer with a real or make believe key enclosed inviting recipients to your casino for a chance to win a huge prize. Once there, they can use the key to open a vault containing a replica of the prize. If successful, your customer wins big. Odds On can provide you with all the necessary promotional props to run the promotion successfully!

Newspaper Inserts

Increase traffic during your newspaper advertising campaign with a chance to score big! Participants stop by the casino and compare their numbered newspaper insert with a lucky number posted on your floor. Odds On will preselect a winning insert and if someone stops by with it during the redemption period, they go home a winner.

Posted Numbers

Increase floor traffic during your next direct mail campaign with a chance to score big just by stopping by your casino! Have your mail house sequentially number each mailer during the print process. Odds On will preselect a potential winner or winners to be posted on your casino floor during the redemption period. If that person stops by and matches their number, they go home a winner and we write the check!

Serial Number Match

This is another great way to increase response rates with your mail campaign. Within your mailer, invite people to stop buy your casino to match their Social Security or Driver's License number to the Serial Number of a large check provided by Odds On. If the last five to seven digits match, they win the prize and Odds On will cash you out!



**Premiums start as low as \$500.
Call today for a free, no-obligation quote.
888.827.2249**



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