

Personalized Door Knob Hanger Program

Information Sheet

Updated: 2008



*Quality You Can Trust Since 1886...
From North America's Largest Roofing Manufacturer™*



Personalized Door Knob Hanger Program

Customizable Lead Generating Program—To Build Your Business

Personalized Door Hangers...

Program available to:



New lead generation tool with professional designs, customizable copy, and personalized coupons...

- **Online Creation...** complete your entire door hanger on-line at Certified Contractor Zone- www.contractors.gaf.com.
- **High Quality Printing....** 4-color, two-sided hangers that are professionally printed at great rates!
- **Great Value...** over 50% savings versus the typical costs for customized, full color door knob hangers.



How GAF-Elk Door Hangers Will Affect Your Business... Available On-Line!

Easy and accessible marketing that helps contractors grow their business...

- **Target Marketing...** direct marketing allows you to target hundreds of potential customers without having to cold call.
- **Guaranteed Advertising...** unlike other direct mail methods, door knob hangers require the potential customer to look at the ad- because the property owner has to physically remove the hanger at some point.
- **Saves Time...** no fax order forms or proofs to review which take up your contractors' valuable time.

Do the Math...

Make money with a small investment...

- If contractor gets 5 leads after placing 1000 hangers, and has a close rate of 20%:
- Assume: \$10k Sell Price; 30% Gross Profit; \$.09/ Hanger
- Example Result:
 - \$3,000 Profit – For Only \$90 Invested
 - That's a **3,300%+** Return On Investment

Quick Tip... the more you canvas the area, the better response rate you will see which is why volume is so important!

Increasing Your Response Rate....

Effective Promotions	
Clear and Consistent Message	Make sure your message reflects your business' value proposition (i.e., what makes you "special").
Universal Offer...	Only advertise discounts that apply to a wide audience. <i>Example: Not all customers want to purchase a lifetime shingle; however all recipients of your mailing could use a \$300 discount on their deck and rail purchase.</i>
Worthwhile Promotion For Your Customers...	When you browse through advisements, do you keep offers that promote only small discounts? Remember to offer a discount that would attract YOU!
Importance of Volume	
Repetition is Key	Canvas an area you want to target multiple times and you will see increased response rate!

Enjoy the Benefits of Being a GAF-Elk Certified Contractor...

Hanger Type	Typical Retail Price	BEST VALUE! GAF-Elk Personalized Door Hangers
Good: 3.25" X 7 9/16"	\$.40	\$.09
Better: 5.5" X 11"	\$.60	\$.15

Using the Online Designer

Creating Your Customized Door Knob Hangers

Visit Certified Contractor Zone... Choose Your Design Method

Log onto the Certified Contractor Zone at www.contractors.gaf.com.

- Click on the SmartMail Icon and proceed to the login page at SmartMail.
- Once logged in, select product type: door hangers.

Two Convenient Design Options...

- Online Design...** follow the steps below to create a customized door knob hanger piece.
- Upload Your Own Design...** if you don't see anything you like, design your own hanger and upload the artwork to the site (follow instructions on website for proper upload).

Designate Door Hanger Size


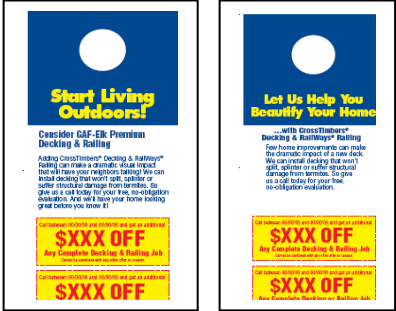

Select your hanger size:

- Good... 3.25" X 7 9/16"
- Better....5.5" X 11"

Designing the Card

Personalize Your Hanger...

Don't see anything you like? Upload your own pre-designed door hanger artwork!

Step	Action
1	<p>Choose Front Design... choose a door hanger front from several different professional design options.</p> 
2	<p>Customized Front Design...</p> <ul style="list-style-type: none"> Add Company Logo... add your logo and name to the front of the hanger for better visibility. Add Front Coupon Flag... customize your offer showing on the front of your hanger.
3	<p>Choose Back Design... choose from several professional design templates that are completely customizable to fit all of your needs!</p> 
4	<p>Write/Select Copy... write your own copy or select pre-written type developed specifically to increase your response rate.</p>
5	<p>Select and Customize Coupons... choose the type of promotion you want to offer your customers:</p> <ul style="list-style-type: none"> <i>Professionally Designed Coupons...</i> choose from several designed coupons that will promote different offers and customize the offer details to fit your needs. <i>Design Your Own Coupons...</i> using your own copy and offer terms. 

Finalize Your Order...

Review and approve your order. If there are any mistakes at this time, do not accept the design, and make the appropriate changes. Once you have approved it, this design will be sent to print and then mailed directly to you!