



Own The Box
MARKETING

PUBLISHER OF

THE *Rhody Showcase*

A shared, jumbo postcard mailed to 10,000 premium North Kingstown & Saunderstown homes.

Your business is the only one in its category. Ads as low as \$350.

\$143,130

avg household income

10,000+

RI homes per mailing

77.4%

residents aged 35–75

17 days*

card stays in the home

* USPS Household Diary Study, 2024. Response rate and engagement data: ANA/DMA Response Rate Report, 2024.

AD SLOTS & PRICING

THE OPENER

\$350

2.9 x 1.9 in · 3.5¢/door

category exclusive · design + 2 revisions

THE FEATURE

\$650

2.9 x 3.9 in · 6.5¢/door

category exclusive · design + 2 revisions

THE HEADLINER

\$1,100

5.9 x 3.9 in · 11¢/door

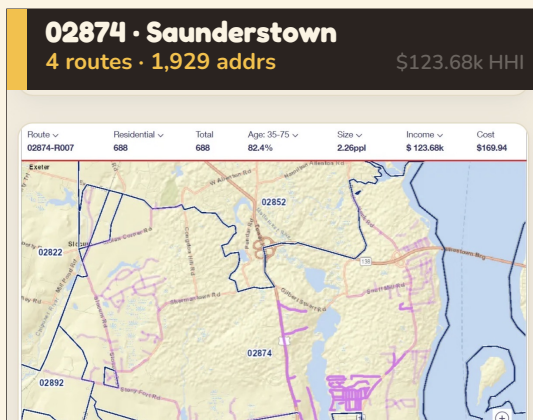
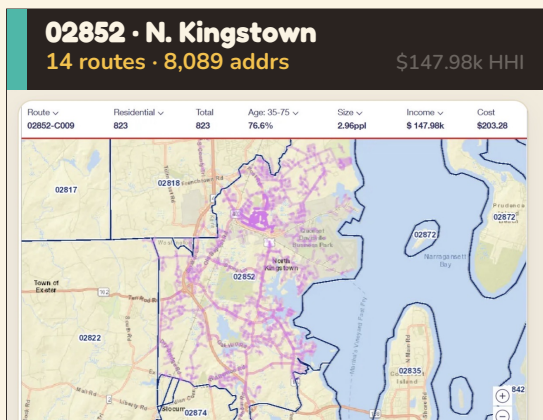
category exclusive · design + 2 revisions

+ \$20 service fee per card. Includes design, dynamic QR, scan analytics.

WHERE YOUR POSTCARD LANDS

18 USPS carrier routes · 10,018 addresses · Hand-picked for \$100K+ HHI.

These are the actual USPS carrier-route maps. What you see is what gets mailed.



SEE ALL ROUTES
Every carrier route I mail to.

SCAN TO VIEW MAPS
ownthebox.net/coverage

PICK YOUR BUSINESS CATEGORY & LOCK YOUR SPOT

Visit ownthebox.net to choose your industry and location.

Questions? Call or text Steve at (401) 422-3568 · steve@ownthebox.net



SCAN TO PICK CATEGORY

WHY IT WORKS

WHAT'S INCLUDED

- ✓ Exclusive business-category lock (no competitors)
- ✓ Custom ad design + 2 revisions, built around your logo
- ✓ USPS drop receipt and route report — proof of delivery
- ✓ Print, postage, and USPS EDDM delivery
- ✓ Dynamic QR code with scan reports (totals, ZIP, device)
- ✓ Right of first refusal on the next edition

Cost comparison to reach 10,000 Rhode Island homes

	SOLO MAIL	FACEBOOK ADS	RHODY SHOWCASE
Cost per 10K homes	\$6,000+	\$1,200–2,000/mo	as low as \$350
Competitors on touchpoint	Whoever mails next	40+ in feed	ZERO
Homeowner sees it for	4 sec in trash	1.7 sec in feed	17 days on fridge
Tracking	None	Clicks only	QR scan reports
Risk	\$6K upfront	Daily burn rate	Full refund until print

Sources: USPS Household Diary Study, 2024; Association of National Advertisers (ANA) / Data & Marketing Association (DMA) Response Rate Report, 2024.



FULL REFUND UNTIL CARDS SHIP TO PRINT

Change your mind for any reason before the card ships? You get 100% back. No restocking fee. No cancellation charge. No fine print. Cancel by text. Once cards are at the printer, the run is locked. That's the whole policy.

AN HONEST FIT CHECK

I'd rather lose the sale than watch you burn money expecting miracles.

BUILT FOR YOU IF...

- ✓ Your customers come from Rhode Island.
- ✓ Your average customer is worth \$200+.
- ✓ You have a real offer (or want help writing one).
- ✓ You answer the phone when it rings.

NOT FOR YOU IF...

- ✗ You want leads tomorrow (mail takes 7–14 days).
- ✗ You're expecting a 50% response rate.
- ✗ You want to advertise outside Rhode Island.
- ✗ You can't return calls when they come in.

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