

March 2017


**WINNERS
CASINO**

COVER CAN FEATURE
VARIABLE LOGOS OR
**COMPLETELY
UNIQUE**
COVER ART FOR
MULTIPLE PROPERTIES

Target your brand and message
directly to individuals easily
and effectively



Sarah,
you could win \$100,000!

SARAH SAMPLE - PLAYERS CLUB 123456789

Include first name personalization
to draw your recipient's attention.

Your offers inside,
Sarah



IT'S TIME TO GET PERSONAL.

Your data is your most powerful asset.
DON'T KEEP IT TO YOURSELF!

You're probably already using your player data to segment your list by player levels and types. Take it one step further with our fully variable digital print, applied to direct mail.

Personalize any aspect of your monthly player newsletter. Each player receives their own unique piece. Who doesn't want to see their name in print?

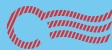
Driven by the data, you control your full message:

- OFFERS
- COUPONS
- CALENDAR
- GIVEAWAYS
- BRANDING & GRAPHICS



Led by your dedicated account manager, our team of designers, programmers and production experts are focused on your success.

Contact us for more details:
1.800.255.0670
marketing@compu-mail.com



Compu-Mail

716.775.8001 • compu-mail.com

DIRECT MAIL
OUTPERFORMS
ALL DIGITAL
CHANNELS
COMBINED BY
NEARLY 600%
2015 DMA Response Rate Report



LUCKY 7's SLOT TOURNAMENT

March 22-25 * 5PM – 9PM

All jackpot winners of \$2,500 or more will be invited to participate in a Slot Tournament on March 18. Earn the top score and you could win \$25,000!

More details and terms here.



WIN A \$75 VISA PREPAID GIFT CARD!

Saturdays * March 4, 11, 18, 25

Earn 20 points and receive
Cruise to the Caribbean

Earn points * 6AM – 7PM
Redeem * 11AM – 7PM

While supplies last, no rain checks. 1
promotional day. Your other terms e

FEATURE SPECIAL
BONUS PLAY OR
OTHER OFFERS,
VARIABLE
TO PLAYER
INCLUDE PLAYER NAME
AND MEMBER NUMBER
ON THE PAGE.

BONUS MATCH PLAY

\$15 Bonus Match Play on EACH
of the following dates:

March 2 March 3
March 11 March 18

March 28
6 AM – 9 PM

Your terms and conditions here.



CHANCE TO WIN!

Win up to \$750 in FREE SLOT PLAY
Look for Lucky 7 Draw dates
on your calendar (page 7)

Guaranteed to receive
\$20 in FREE SLOT PLAY

*Offer details and restrictions. Your terms and conditions here.



TEMPTATION TUESDAYS

\$12.95

Members Only
Buffet Savings

ENTERTAINMENT

ENTERTAINMENT OFFERS CAN VARY FROM ADVERTISING ONLY TO FREE TICKET OFFERS FOR TOP PLAYERS

MEMBERS OF STAND UP



March 26

ON SALE

Get your tickets today!

WINING & DINING



*COUPONS ARE FULLY
VARIABLE AND
INCLUDE
UNIQUE
BARCODES
SPECIFIC TO PLAYER
AND OFFER.*



One (1) COMPLIMENTARY DRINK VOUCHER

At Winners Casino Restaurants and Bars
Valid Weekdays ONLY
throughout March 2017

VALID AT WINNERS CASINO CAFE, WINNERS MARKET, WINNERS WHEEL BAR & GRILL, WINNERS TABLE. Coupon for one (1) Complimentary Drink for members only. Max Value: \$8.50. Both must be 21+ years of age. Present coupon along with valid, government-issued, photo ID and Winners Players Club Card. Coupon cannot be reprinted or replaced. One-time use only. No cash value. No credit or change given. Only original coupon accepted. Mutilated, tampered or photocopied coupons not accepted. Winners Casino reserves the right to modify, cancel or revoke this offer without notice. Other terms and restrictions apply.



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MARCH

CUSTOMIZE OFFERS
EACH DAY
 SPECIFIC
 TO THE PLAYER TO
MAXIMIZE
 PLAYER
 PARTICIPATION

MON	TUE	WED	THUR	FRI	SAT
	<p>ABOUT OUR DOMS</p>	Dining Offer 6 am - 2 am 	Dining Offer 6 am - 2 am 		4
5	Dining Offer 6 am - 2 am 	Dining Offer 6 am - 2 am 		10	11
12		Dining Offer 6 am - 2 am 		St. Patrick's Day Dublin Rocks Concert 	18
19		Dining Offer 6 am - 2 am 			25
26	Two Free Tickets Masters of Stand Up 	Dining Offer 6 am - 2 am 	Grand Prize Car Giveaway 9 PM 		FIND OUT MORE ABOUT OUR HIGH END POKER ROOMS



**WINNERS
CASINO**

99 Park Place
Golden City, FL 55555

PRSRRT STD
U.S. POSTAGE
PAID
BUFFALO, NY
PERMIT NO.000

THIS IS JUST ONE
EXAMPLE OF WHAT WE
CAN DO. CONTACT
US TO FIND OUT HOW
WE CAN HELP YOU
ACHIEVE MORE WITH
YOUR MARKETING.



Compu-Mail

716.775-8001
www.compu-mail.com

FOLLOW US!



to learn about more exciting promotions and offers.