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## **First ads in US personal post**

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**Portland: US company Zairmail has developed a method of enabling advertisers to target potential customers through their personal mail.**

The service allows people to e-mail friends and contacts who do not have access to the Internet. Customers use a website, [www.zairmail.com](http://www.zairmail.com), to compose letters on screen. Upon entering the postal address they are asked to state the interests of the letter's intended recipient, selecting from a range of categories, such as technology and travel.

The letters are then sent electronically to one of the company's 11 regional printing centres and mailed via the US Postal Service. Letters are delivered free, with one-page ad sheets tailored to the habits of the recipients.

Wilson Zehr, Zairmail co-founder and chief executive, says he started the service as an alternative to conventional, "troublesome" postal service.

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