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Deliver Boldly Enters the Digital Age ***Blogger Joseph Jaffe Brings His Podcast and Insights to the Magazine***

WASHINGTON, DC — It seems fitting that the publication that went where no other Postal Service publication has gone before soon will venture boldly into cyberspace.

Joseph Jaffe, host of one of the most popular marketing and advertising podcasts on the Web, will bring his wit and wisdom to *Deliver* magazine, the first custom publication from the U.S. Postal Service. *Deliver's* key audience is executive-level business marketers interested in using direct mail to solve marketing challenges.

Jaffe will discuss 12, four-minute podcasts created exclusively for the magazine's online presence. Visitors can listen to or download the podcast from www.delivermagazine.com, then click over to Jaffe's blog, www.jaffejuice.com, and leave a written or audio comment on the podcast. The blog and podcast provide comment on a wide range of marketing topics.

Jaffe's first book, *Life After the 30-Second Spot: Energize Your Brand With a Bold Mix of Alternatives to Traditional Advertising*, focused on marketing's evolution in a world where empowered consumers are no longer ruled by the 30-second commercial.

"The biggest change marketers face today is how consumers interact and increasingly participate with media. It's the age of consumer-controlled marketing," said Anita Bizzotto, chief marketing officer for the Postal Service. "The role for *Deliver* and its companion website is to help marketers face these new challenges with innovative solutions, and to demonstrate the continuing relevance and effectiveness of direct mail. Our partnership with Joseph Jaffe strengthens that role."

Jaffe's second book, *Join the Conversation*, is being released today — the same day his first podcast can be downloaded at delivermagazine.com.

A popular commentator who has appeared on *CBS Evening News*, *ABC World News*, NPR, *The Wall Street Journal*, *Fortune*, *Newsweek* and *AdWeek*, Jaffe is CEO of crayon, a marketing company serving clients including The Coca-Cola Company, American Airlines and Firebrand TV. His previous positions have included director of interactive media at TBWA/Chiat/Day and OMD USA, where he worked on accounts for Kmart, Absolut Vodka, Embassy Suites and Samsonite.

Deliver launched in February 2005 to demonstrate the effectiveness of direct marketing and direct mail as critical components of integrated advertising or marketing communications campaigns. The magazine, with big, bold graphics and a distinctive editorial point of view, uses case studies, guest columns and opinionated commentary to convey the best practices, trends, research, ideas and actionable strategies that constitute the leading-edge of direct marketing theory and practice.

Interested marketing professionals can visit delivermagazine.com and click on "subscribe" to be added to the subscription list at no cost. Others may purchase hard copies for \$3.95 per issue by sending requests to: *Deliver*, Subscription Center, 30400 Van Dyke Ave., Warren, MI 48093-2316. This cost includes shipping and handling.

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An independent federal agency, the U.S. Postal Service is the only delivery service that visits every address in the nation, 146 million homes and businesses, six days a week. It has 37,000 retail locations and relies on the sale of postage, products and services to pay for operating expenses, not tax dollars. The Postal Service has annual revenues of \$75 billion and delivers nearly half the world's mail.