



Dear Client:

Throughout this Covid-19 emergency, PSA services remain at 100% capacity, and our employees stand ready to handle your work. The well-being of our employees is extremely important to us. To enable social distancing in the workplace, and to continually test our remote systems, 16% of our employees are working from home on any particular day. Our lettershop, warehouse, printing and imaging, customer service, fulfillment, accounting, outbound calling and IT departments all continue to operate without delay. Subscription labels, renewal notices, invoices, acknowledgements, pick and pack shipments and outbound/sales call programs all continue uninterrupted.

Our managers have noted a 15-20% drop in incoming calls and emails, and a slight decrease in incoming mail. Web order processing seems relatively steady. Although these numbers are slightly diminished, the bottom has not dropped out of incoming communications and orders from subscribers. People are still responding to emails and regular mail, so you should definitely continue your marketing efforts.

Because PSA's services are considered "life sustaining" by the state of PA, we will continue to operate out of our facility unless the pandemic would progress to the point that residents of our county would be quarantined. If that would occur, PSA employees are prepared to work from home (all systems have been tested and are up and working) and would continue to support your business services.

Here are several more marketing recommendations from our staff on how to position your company for a strong business recovery when this emergency is over:

- If you use a paywall on your website, consider relaxing the number of free articles a visitor can access during the emergency, in return for an email address from the visitor "as a service to everyone sheltering at home."
- After the emergency has passed, deploy an email offer to these new opt-ins offering a special rate subscription, now that they have tried the product.
- Use these solitude-filled working from home days as the perfect opportunity to revamp and tweak your web promotions and communications. Come out of this a stronger, better marketer. We're here to help! Contact your fulfillment manager to get started.
- If you are a B to B publisher, consider how you can advise your subscribers – include links to sites for loans, give case studies that can help them weather this storm. Take this time to remind them how invaluable your subscribers are to your success... "We are all in this together".
- You may want to grace your subscribers an extra issue—allowing more time for them to renew before they expire. Then you can send an email letting them know you are being supportive during this time. Creating good will at this time is a win for everyone.

We are so proud of our PSA employees who come to work each day to keep your businesses operating. If you get a chance, we'd appreciate it if you could drop them a line and let them know you appreciate it too!

Stay well!

*Mark, Debra, and the entire PSA team.*