

HISTORY

MailDirect Advertising is a full service direct mail advertising company dedicated to providing its clients with effective and affordable direct mail advertising solutions. From marketing concept to creative design, postal processing and delivery to the post office, MailDirect handles the entire process.



“This is what sets us apart from most other direct mail marketing companies” says owner Don Lacerenza. “It’s more than just printing and mailing a postcard that makes a mailing program effective, it’s the ability to determine who the advertiser’s target customer really is, then develop a plan to reach him or her in a most efficient manner. We handle the entire process for our clients, freeing up their time to do what they should be doing, running and growing their businesses”.

Since 1981, Don Lacerenza has worked with hundreds of advertisers in the Connecticut and New York markets, developing and executing effective marketing programs. Don’s interest in the media and advertising began at a very early age growing up listening to New York City and Connecticut radio stations. In 1979, Don began working at his college and hometown radio stations doing on-air weekend and fill-in shifts. In 1981 Don felt he wanted to work more closely with radio advertisers on developing effective advertising programs, and a new career began to take shape. **“Growing Businesses Since 1981”** has become Don’s mantra.

Throughout the 1980’s Don worked in radio sales and sales management, until 1989 he became Vice President and General Manager of WEFX and WNLK, a New York broadcasting company owned radio property operated in Connecticut. “Launching a new format, Classic Rock, in Fairfield County, Connecticut was a very exciting time for me in the broadcasting industry. The format was new to the market and, by nature, less restrictive than all of the other competitive stations in the market at the time. We had fun with it, ratings went through the roof, and our advertisers cashed-in on this new-found market of radio listeners who were not afraid to spend money”.

As Don directed marketing research programs and direct mail campaigns for the radio stations, his interest in direct mail marketing grew. The ability to target listeners and customers with the unmatched accuracy of direct mail lit a firestorm in Don which inspired him to launch TriMark Direct Mail Advertising in 1993, eventually becoming MailDirect Advertising in 2001, the company he owns and operates today.