

# South Eastern Book Company Package Insert Program

ANNUAL DISTRIBUTION: **750,000**

Insert and product samples or coupons will be included with shipments of textbooks to an all college student audience. This program is able to segment samples and coupons to either male or female students (or both) as well as by state.

This is a good forum for both male and/or female targeted advertisements covering health and beauty, subscriptions, general merchandise and product sampling and coupons.

South Eastern Book company is a premier buyer and seller of textbooks comprised of all college students. From a study printed in the Services Marketing Quarterly, 97% of US College students own a computer and use the internet daily. These shipments are all generated from online purchases.

The US Higher Education Market has an enrollment profile of 21.1 million students in 2009 with a \$250 billion total spend. Reach a portion of their disposable income by targeting the hard to reach collegiate consumer through this package insert program.

## Monthly Projected Counts:

Jan 2010: 88,000	May 2010: 15,000	Sept 2010: 76,000
Feb 2010: 88,000	<b>Counts in the process of being updated, please inquire (5/12/10)</b>	
Mar 2010: 88,000		
Apr 2010: 88,000		
Oct 2010: 88,000		

Maximum Insert Size: 6" x 9"

Minimum Insert Size: 3" x 5"

Maximum Weight: Flat inserts: .25 oz.; Sample Packs: Inquire



**South Eastern Book**<sup>co.</sup>

SAMPLE INSERT PIECE REQUIRED FOR CLEARANCE  
MATERIAL REQUIRED 2-4 WEEKS PRIOR TO INSERTION

AVG ORDER

Not Available

GENDER

50% Female

50% Male

AVERAGE AGE

17-24

SOURCE

Customer Shipments:

100% online

buyers

MINIMUM ORDER

50,000

RATE CARD

Traditional Flat Inserts:

\$60.00/M

Sample Packs:

\$100.00/M

*Selects Available*

Gender

State

Select Fee: \$10.00/M

Broker Commission

15%

CONTACT

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