

Texas Book Company Package Insert Program

ANNUAL DISTRIBUTION: **250,000**

Insert and coupons will be included with shipments of textbooks to an all college student audience.

This is a great opportunity to target young adults to establish product awareness and brand loyalty making this is a great venue for health and beauty, subscriptions, general merchandise and coupons.

Texas Book Company is the largest textbook seller in the Southwest and ships thousands of books to college students in all 50 states. They offer customers easy access to research availability and price of their textbook inventory online and are determined to provide top quality customer service.

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: 29,000	May 2010: 18,000	Sept 2010: 26,000
Feb 2010: 20,000	June 2010: 18,000	Oct 2010: 17,000
Mar 2010: 19,000	July 2010: 21,000	Nov 2010: 16,000
Apr 2010: 18,000	Aug 2010: 32,000	Dec 2010: 16,000

Maximum Insert Size: 5.5" x 8.5"
 Minimum Insert Size: 3" x 5"
 Maximum Weight: Flat inserts: .25 oz.



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
25,000
RATE CARD
\$60.00/M
Broker Commission
20%
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