

FranklinCovey Package Insert Program

500,000 Year 2010 Annual Packages

\$60/M

FranklinCovey is a global leader in training/consulting and planning tools for business-to-business and business-to-consumer markets. Customers shop for Planners, Binders, Business Bags and Software. This program reaches a total audience...great for business and consumer offers.

Reach customers with offers of:

- Apparel
- Food/Music/Publications
- Security Systems
- Credit Cards
- General Merchandise

Your inserts will be placed inside outgoing packages of purchased product sold through their printed catalog and website. Inserts will collated into a 6" x 9" envelope.

DEMOGRAPHICS

Age Range: 33 to 55; 67% Married; 56% have 1-4 children

80% Consumer/20% Business (no selections)

Household Income: \$75,000

Net Worth: \$100-500,000

Education: College and Advanced Degrees

Interests Include: Travel, self improvement, outdoor activities, and cultural events

MAXIMUM WEIGHT: .25 ounce
 MAXIMUM INSERTS: 8 non-competitive
 MAXIMUM SIZE: 5 1/2 x 8 1/2

2010 Counts

January	50,000	July	35,000
February	25,000	August	30,000
March	25,000	September	50,000
April	25,000	October	50,000
May	25,000	November	70,000
June	35,000	December	80,000

MATERIAL REQUIRED 4 WEEKS PRIOR TO INSERTION

AVERAGE ORDER

\$60

GENDER

50% female
50% male

SOURCE

Direct Mail
Internet

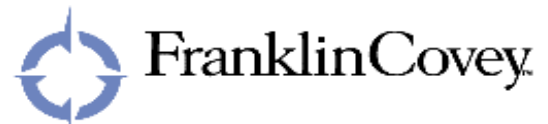
MINIMUM ORDER

25,000

CONTACT

Christie Langdon
Direct Line 607-734-4862

SAMPLE INSERT
PIECE REQUIRED
FOR CLEARANCE



Stanton Direct Marketing, Inc.

315 W. Water Street, Elmira NY 14901-2914 Tel: 607-734-1665 Fax 607-734-3708

12/17/2009