

IPC Child PIP Shipping Envelope

68,500 Year 2010 Collation Envelope

See next print date

Information Products Company is offering advertising space on the IPC Child PIP shipping envelope, housing collated third party inserts and the ordered children's products. Products include Name Poems, Stickers, Name Art and Personalized Clocks.

Products are ordered and received predominately by young mothers and grandmothers. This audience has been very receptive to children's book offers, children's magazine, a variety of personalized products, as well as general merchandise offers such as cosmetics, credit cards, collectibles and others.

While relatively small, this program is highly responsive.

ENVELOPE BACK

Half Panel Size (2)	3.875" W x 4" H	<u>Black Ink</u>	<u>Color</u>
Full Panel Size	8" W x 4" H	\$5.50/M	Inquire
		\$9.50/M	Inquire

PRINT METHOD:

Flexography

COLORS:

Black Ink; Inquire for color pricing

2010 Package Projections

1st Quarter:	16,000	Jan - 6.0M; Feb - 5.0M; Mar - 5.0M
2nd Quarter	12,500	Apr - 4.0M; May - 4.0M; June - 4.5M
3rd Quarter	20,000	July - 5.5M; Aug - 6.0M; Sept - 8.0M
4th Quarter	20,000	Oct - 8.0M; Nov - 8.0M; Dec - 4.0M

Demographics:

Age: 25-45
Income \$35,000 to \$40,000

UNIT OF SALE

\$10 to \$25 per order

GENDER

85% Female

SOURCE

100% direct mail

MINIMUM ORDER

50,000 to 100,000
depending on season

ARTWORK DUE:

Printed Semi-annually

Due Dates:
Next print run: **Nov 09**
Quantity: **50,000**
Artwork Due: **11/1/09**

CONTACT

Al Stanton
607-734-1665

al.stanton@stantondirect.com

Stanton Direct Marketing, Inc.

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

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