

Information Products Co. Collation Envelope

515,000 Year 2010 Collation Envelope

See next print date

Information Products Company now offers advertising space on the collation envelope, housing collated third party inserts. These envelopes are placed next to the label/dispenser products ordered, ensuring that the customer will see the envelope and the inserts contained within.

This predominately female audience is responsive to a wide variety of offers including cosmetics, books, children's products, credit cards, collectibles, etc. Sleeves printed in multiple-month quantities. Request next print run information. Price includes both print and distribution.

ENVELOPE FRONT

| | | <u>Black Ink</u> | <u>Color</u> |
|---------------------|-------------------|------------------|--------------|
| Half Panel Size (2) | 3.5" W x 4.5" H | \$4.50/M | Inquire |
| Full Panel Size | 7.125" W x 4.5" H | \$7.50/M | Inquire |

ENVELOPE BACK

| | | | |
|---------------------|-------------------|----------|---------|
| Half Panel Size (2) | 3.5" W x 3.5" H | \$3.50/M | Inquire |
| Full Panel Size | 7.125" W x 3.5" H | \$6.50/M | Inquire |

PRINT METHOD:

Flexography

COLORS:

Black Ink; Inquire for color pricing

2010 Estimates/Counts

| | | | |
|----------|--------|-----------|--------|
| January | 60,000 | July | 40,000 |
| February | 40,000 | August | 45,000 |
| March | 40,000 | September | 50,000 |
| April | 30,000 | October | 50,000 |
| May | 35,000 | November | 45,000 |
| June | 40,000 | December | 40,000 |

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

160,000 to 200,000
depending on season

ARTWORK DUE:

Printed Quarterly

Due Dates:
Next print run: **Nov 09**
Quantity: **170,000**
Artwork Due: 10/29
for Jan-Apr 10 distribution

CONTACT

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