INFORMATION PRODUCTS COMPANY PIP

515,000 **2010 Annual Packages** $60.00/M

Updated counts: as of 11/30/09

These buyers are purchasing name and address labels and label dispensers. At a time when the economy may have affected other insert programs, this one has maintained its targeted level providing an audience eager to see other value-added offers such as cosmetics, premium coffee, collectibles, personalized checks, and many other offers.

An aggreesive circulation plan ensures a constantly fresh, responsive audience for your product offers. Because the buyers are new each month, the program enjoys high continuations within the same categories successfully placed month after month.

MAX/MIN INSERT SIZE: Maximum: 5.25" X 7.25"
Minimum: 3.5" X 5.5"

MAXIMUM WEIGHT: Maximum weight: .2 ounces
Overweight charges applicable over .2 oz.

MAXIMUM NUMBER OF INSERTS: *10*

2010 PROJECTED PACKAGE 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: Household Income: $40,000 to $50,000
Median Age: 45
Audience: Mostly female (85%)

MATERIAL REQUIRED 30 DAYS PRIOR TO THE FIRST OF THE MONTH

UNIT OF SALE
$10 to $25 per order

GENDER
85% Female

SOURCE
Selected package insert programs, women's magazines, co-ops ride-alongs, FSI's and other print media. A fresh audience each month.

MINIMUM ORDER
25,000

CONTACT
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SAMPLE INSERT PIECE REQUIRED FOR CLEARANCE

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