

Information Products Co. Shipping Envelope

515,000 Year 2010 Shipping Envelope

See next print date

Information Products Company now offers advertising space on the shipping envelope, containing customer's name & address label orders. The advertising appears on the outside of the envelope ensuring that the customers will see the advertising offer placed on it.

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

<u>ENVELOPE BACK</u>	<u>Ad Size</u>	<u>Black Ink</u>	<u>Color</u>
Quarter Panel	2.5" h x 4.5" w	\$4.00/M	Inquire
Half Panel (Vert) (2)	5.125" h x 4.5" w	\$7.50/M	Inquire
Half Panel (Hor) (2)	2.5" h x 9.125" w	\$7.50/M	Inquire
Full Panel	5.125 h x 9.125" w	\$12.50/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: 45+

Income \$35,000 to \$40,000+

UNIT OF SALE

\$10 to \$25 per order

GENDER

85% Female

SOURCE

100% direct mail

MINIMUM ORDER

Full Print Run

ARTWORK DUE:

Next Print Run:

250,000

Artwork Due: 12/1/09

Distribution

for Jan - June 2010

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