

Overstock.com PIP

COUNTS FOR 2010

1,250,000 Year 2010 Annual Packages \$55/M

Overstock.com is a leading e-tailer of top-quality name brand merchandise for the whole family. They offer on-line shopping, car and real estate searches and even an auction site. Overstock.com can provide the same brand-name products found in traditional retail stores at deep discounts.

The savvy, mail order customer purchases apparel brand-names of DKNY, Miss Sixty, London Fog and Anne Klein; shoes of Nine West, Kenneth Cole and Sketchers; bedding of Michael Kors, Tommy Hillfiger, Laura Ashley and Nicole Miller...to name a few.

The majority of packages reach female customers who have recently purchased apparel, shoes and bedding.

DEMOGRAPHICS

Average Age: 48
 Children at Home: 50% between 2 and 10
 Avg Household Income: \$82K
 Computer Owners: 100%

MAXIMUM WEIGHT: .25 ounce
 MAXIMUM INSERTS: 8 non-competitive
 MAXIMUM SIZE: 5 1/2 x 8 1/2
 MINIMUM SIZE: 3 X 5

Package Counts by Month for 2010:

January	80,000	July	90,000
February	70,000	August	100,000
March	70,000	September	95,000
April	75,000	October	125,000
May	85,000	November	175,000
June	85,000	December	200,000

MATERIAL REQUIRED 4 WEEKS PRIOR TO INSERTION

UNIT OF SALE

\$85.00/Average

PIP GENDER

80%Female
 20% Male

SOURCE

Internet

MINIMUM ORDER

25,000

CONTACT

Christie Langdon
 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

2/16/2010