

OVERSTOCK.COM PIP ENVELOPE

1,250,000 Year 2010 Annual Envelopes \$12/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%

SIZE OF ENVELOPE: 9 X 6
 PRINT AREA: Back side is roughly 8" x 4-1/4"
 PRINT STYLE: Flexo
 COLORS: 2 color

Package Counts by Month for 2010: (updated 2/16/10)

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

UNIT OF SALE

\$85

PIP GENDER

80% Female
 20% Male

SOURCE

Internet

CONTACT

Christie Langdon
 607-734-4862

Stanton Direct Marketing, Inc.

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

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