

SOME OF OUR ADVERTISERS INCLUDE

365Wholesale.com
 3M/Promotional Markets Dept
 A T Cross Company
 Access Group
 Ad Master Supply
 Advantage Industries
 Adventures In Advertising
 All In One®
 Alstyle Apparel/A & G Inc
 American Apparel
 Anvil Knitwear Inc
 Ariel Premium Supply Inc
 Arnold Palmer
 Ash City
 Ashworth Inc
 Atchison Products Inc
 Atteff International Inc
 Avaline
 Banaka Inc
 Bass Pro Shops Outdoor World
 Incentives
 BAW Enterprises
 Bella
 Benner China & Glassware of FL
 Berney-Karp Inc
 Bill Blass
 Blue Generation
 Bodek And Rhodes
 Broder
 Bullet Line Inc
 Bulova Corp
 Carefreecasuals.com
 Carlson Craft Business Solutions
 Carlson Craft®
 CFS Promotions For Now!
 Chadsworth & Haig
 Charles River Apparel
 Chocolate Inn LTD
 Clear-Ad Inc
 Coby Electronics
 Compass Industries Inc
 Continental Clothing Co USA
 Continental Mktng Svc Inc
 CorpLogoWare LLC
 Cosmo Fiber Corp
 Cotton Fruit Inc
 Counterpoint®

CPS
 Crown Products
 CST Co
 Custom Printing II LTD
 Dard Products Inc
 Deerfield Collection
 Dickies Occupational Wear
 Digispec®
 Dri Duck Traders Inc
 Drummond Printing Inc
 Dunbrooke
 Eagle Dry Goods Co
 Eboss Electronics Inc
 Ecosphere Associates Inc
 Embroidery Concept & Design Inc
 Endurapack
 ERB Safety & Fame Fabrics
 Eskesen
 Evans Manufacturing
 Eversole Run
 Expert Performance T
 F P Services Inc
 First Aid Central
 Flash By Design
 Flexible Innovations LTD
 Game Sportswear LTD
 Geiger
 Gemline
 General Motors
 Gildan Activewear
 Gold Bond Inc
 Gordon Ind LTD
 Graphik Promotional Products
 Greater China
 Groline
 Halo/Lee Wayne
 Hanes Printables/Outer Banks
 Hartwell Classic Apparel
 Hawks Bay Clothing Co
 Hit Promotional Products
 Hospitality Mints LLC
 Hotline Products
 HPC Global
 Hults Consultants
 Humphrey Line Inc
 Illini
 Imagemark

Incentive Concepts, LLC
 Indigo
 Ipromoteu.com
 Jaffa/Norwood
 Journalbooks
 Journalbooks/Timeplanner
 Kaeser & Blair Inc
 Kavio!
 Label Art
 Leashables By Oralabs
 Leed's
 Leeman Designs of NY
 Lewtan Industries Corp
 Lion/Circle Corp
 Logomark Inc
 Maggio Data Forms
 Marathon Mfg/Prestige Lines
 Marriott
 Mass Marketing Ins Consultants
 MeadWestVaco
 Mega Cap Inc
 Mias Fashion Mfm Co Inc
 Minya International Corp
 Mobile Edge
 Moderne Glass Company Inc
 Molenaar Inc
 MV Sport/Weatherproof
 National Banner Co Inc
 National Imprint Corp
 New Products International Inc
 Next Level Apparel
 Next Products LLC
 Norwood Promotional Products Inc
 NYNE
 Off The Wall Magnetics LLC
 Office Max
 Oraline
 Outdoor Cap Co
 Par One Inc
 Pepco Poms
 Perry Ellis International
 Picnic At Ascot, Inc
 Picnic Time Inc
 Plannerstore
 Prime Resources Corp
 Pro Am Golf
 Pro Golf Premiums Inc

Pro-Ad Sports/Stuffed Tees
 Production Ready Artwork
 Promobiz USA LLC
 Promovision Palomino
 Punch Products USA Inc
 Revedore Apparel Inc
 River's End Trading
 Russell Artwear
 SanMar
 Sears
 Seven Sourcing
 Sharper Image
 Showdown Displays
 Simply Smashing Inc
 Snugz/USA Inc
 Sorg's Paper Place
 Sourcery
 Southern Plus
 Spec Advg Assoc Of Calif
 Spector Image
 Staton
 Sunderland of Scotland
 Sunscope
 Swabplus Inc
 Sweda Company LLC
 Target Industries
 Technologo.com
 The Graphco Line
 The Selco Companies
 The Vernon Company
 Tomax Ent
 TRG Group
 Tri-Mountain/Mountain Gear
 Tropar Mfg Co Inc
 Uniflex Holdings Inc
 US South/InComm
 Vantage Apparel
 VF Imagewear
 Virginia T's Inc
 Visions Awards
 Waldor Products
 Webb Company
 Windbrella™ Products Corp
 World Wide Lines Inc
 Zenith Promotions
 Zorrel International Inc



For a full list of commissions & terms, please refer to our website: www.asicentral.com/magazineterms

For more information about advertising in our magazines or to reserve space, contact your ASI Supplier Account Manager.
 Phone: 800-546-1365 215-953-4000 • Fax: 800-839-3969

ASI is the only publisher in the **\$18.6 BILLION promotional products industry** with marketing tools that allow you the supplier to penetrate each part of the supply chain. Name your marketing objective, and ASI will help you meet it.



Designed as an information magazine for executives, **Counselor** is the most efficient marketing tool available for getting your message into organizations most likely to purchase your products. By focusing on the needs of corporate management, **Counselor** puts your message in an editorial environment praised by its peers and recognized by the best in business journalism, such as **American Business Media** and **ASBPE** to name a few. This is the type of editorial expertise corporate executives need to make informed decisions. With a paid circulation of 11,000 executives, **Counselor** is where your message needs to be.

Advantages magazine has a simple mission – to give distributor sales professionals a practical, real-world understanding of new ways to sell promotional products to their customers. Everyone who reads **Advantages** seeks a more informed view of their business, so actions taken provide the most profitable results. **Advantages** is the best tool for getting your marketing message in front of 40,000 distributor sales professionals.

To survive in the next decade, suppliers need to reach out to the corporate “end-buyer”. That is where **Successful Promotions** lies. As a pure read for the corporate end-buyer at today’s **Fortune 500** firms, **Successful Promotions** delivers your marketing message in an editorial format that educates and informs the readers at firms such as **American Express**, **Microsoft** and the **New York Times**. **Successful Promotions** exclusive circulation of 50,000 gives your products exposure to those who will ultimately be using your product, the “end-buyer”.

Look through the pages of the 2008 media kit to learn more about each of the three ASI publications that services the “supply chain” in the promotional product industry.

Ed Koehler

Ed Koehler
Advertising Director
Magazines



The Media Takes Notice of ASI and the Ad Specialty Industry

Media **around the nation** have taken interest in the power of the ad specialty industry and have featured ASI, its members and a variety of advertising specialties in more than 100 media outlets. Influential guest speakers such as **Rudy Giuliani**, **Colin Powell**, **Donald Trump** and **Bill Clinton** have also recognized the powerful and far-reaching impact of the industry.

***To view and/or read the full media coverage listed above, please go to www.asicentral.com/media*



COUNSELOR



ADVANTAGES



Promotions



Supply Chain

Why Advertise?

ASI's magazines extend throughout a number of media channels further allowing you to expand your advertising dollars and repeatedly reach your target audience. Connect with the decision-makers, salespeople and end-buyers through a variety of ways and drive your message to the people who will use it the most.



Print Advertising

Websites

**Videos/
Podcasts**

Direct Mail

e-newsletters

Webcasts

"We love our double exposure. Not only do we reach end-buyers & distributors with Successful Promotions; we get to re-reach distributors through the ad specialty box!"

Cindy Lougee,
Marketing Director
PromoVision Palomino
asi/79898

"We dedicate a large portion of our ad budget to Counselor advertisements and it pays off. Your unique ad placements like tri-fold covers and inserts have resulted in wonderful growth in our business."

Dick Hoffman,
Owner/President
Pro Golf Premiums Inc.
asi/79680

"Of all the magazines we advertise in, we receive the largest number of reader responses from Advantages advertisements."

Stephen Spiegel,
President
Waldor Products
asi/94770

Top 10 Departments READERS' RANK

Favorite departments that help manage your business better.

1. Product Picks
2. Marketing Management
3. MarketWise
4. Sales Management
5. Supplier Features
6. Apparel Hot Sheet
7. Letters to the Editor
8. Best Practices
9. People
10. Family Business Spotlight

Source: Readex Research Study, 2006

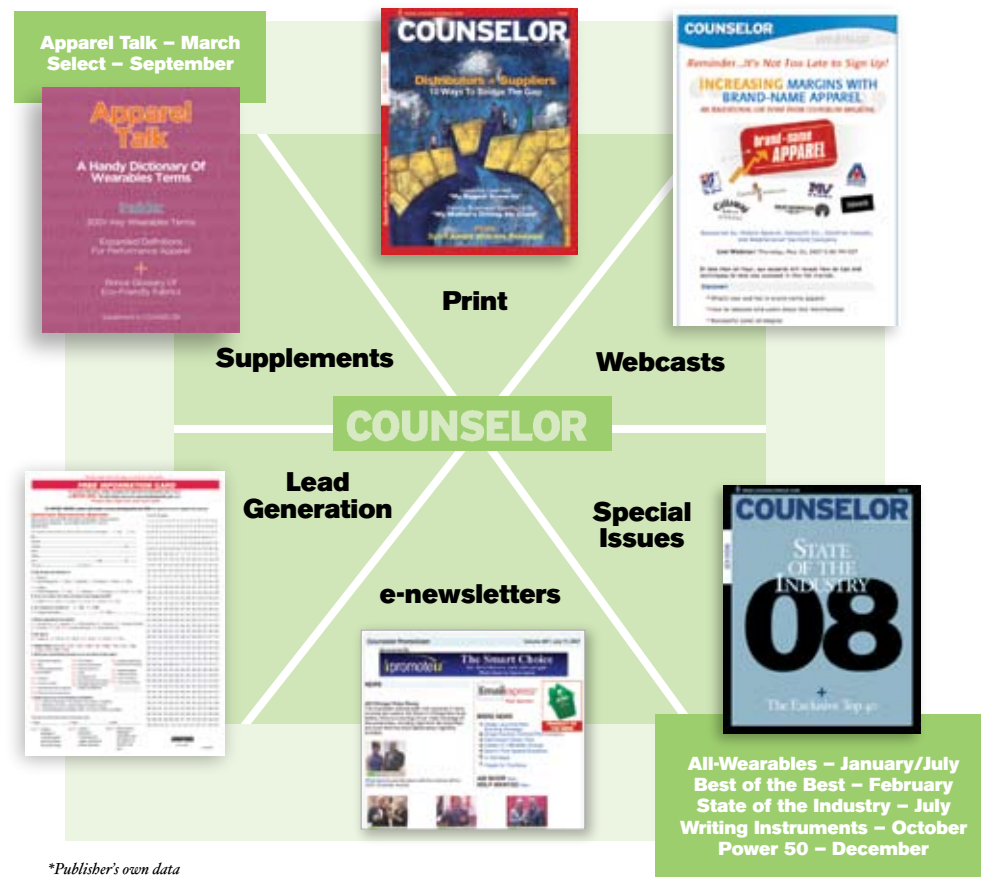
TOP DISTRIBUTORS

by Number of Subscriptions

| | |
|--------------------------|-----|
| AIA | 102 |
| Proforma | 73 |
| Halo/Lee Wayne | 54 |
| Geiger..... | 52 |
| The Vernon Company | 35 |
| Kaesar & Blair Inc | 34 |
| ipromoteu | 30 |
| American Identity..... | 20 |
| WorkflowOne..... | 20 |

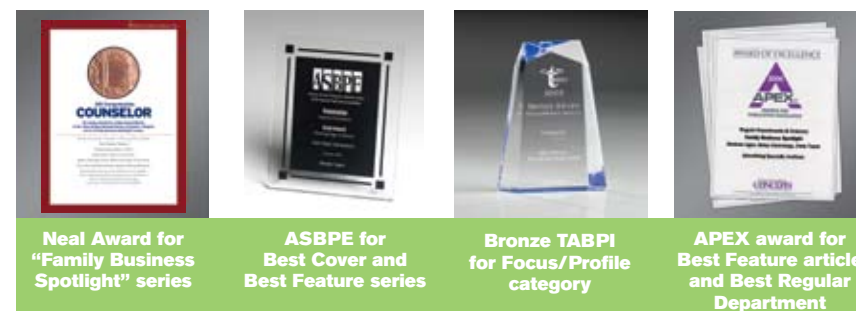
Source: Publisher's own data

Counselor's powerful reach continues to grow with an increase in paid circulation by 7%*. Over 25,000 foremost industry executives rely on **Counselor** each month and pass it along to their colleagues. 2/3 of readers rely on **Counselor** to help them think strategically and make informed decisions about their organization's future. With \$11 billion in buying power, **Counselor** readers represent the most powerful group in the ad specialty industry.



*Publisher's own data

Counselor has received a variety of prestigious editorial and design awards. Counselor's "Family Business Spotlight" was just honored with a Jesse H. Neal Award from American Business Media for "best feature series" for its Family Business Spotlight feature as well as ASBPE award for "best feature series".



FAST FACTS

| | |
|-------------------------------------|---------------------|
| Guaranteed Circulation | 11,000 |
| Total Audience | 25,625 |
| Total Buying Power | \$12 billion |
| High Level Executives | 91% |
| Average Length of Readership | 9 years |
| Most Useful | 49% |
| Take Action | 91% |
| Reference Tool | 73% |
| Best Read | 74% |

Almost 4 times more than any other publication read

Source: Readex Research Study, 2006

"From **1 Counselor advertisement**, we generated **200+ leads** per month for 3 months!"

Susan Harper, Courage USA Inc., asi/46805

"As the **premier magazine** in our industry, **Counselor** gives us such **great advertising exposure**. It is always the **first** magazine we go to when looking to **advertise our new products or services** – it helps us every time!"

Paula Shulman, Vice President of Sales, Prime Resources, asi/79530

"Your **webinars** are always helpful and lead to **increased sales** - Thanks!"

Mark Stiff, Bates-Wells Promotional Products



People
Appointments, promotions and the Bess Cohn Humanitarian Award nominee.

Family Business Spotlight
Our panel of experts provides solutions to a family business challenge.

Best Practices
Case studies of business success – straight from distributor peers.

Apparel Hot Sheet
Monthly showcases to expert insights and pictorials from the industry's largest market.

Product Picks
Collection of products picked to pique your curiosity.

Counselor Questionnaire
Prominent distributor executives go on the *Counselor* hot seat.

Voice of the People
The place for industry practitioners to weigh in with their views.

Marketwise
Mergers & Acquisitions, Industry Issues, Industry News, Product Liability, etc.

Quotables
Quick snapshot of important sources found in each issue.

COUNSELOR RATES

| 4-color | 12x | 6x | 3x | 1x |
|------------|-------|-------|-------|-------|
| full page | 3,115 | 3,300 | 3,685 | 4,320 |
| 2/3 page | 2,465 | 2,595 | 2,880 | 3,435 |
| 1/2 page | 2,260 | 2,355 | 2,600 | 3,135 |
| 1/3 page | 2,095 | 2,185 | 2,400 | 2,985 |
| 1/6 page | 1,910 | 1,960 | 2,105 | 2,585 |
| Spread | 4,615 | 4,840 | 5,350 | 6,475 |
| 2-color/bw | 12x | 6x | 3x | 1x |
| full page | 1,995 | 2,180 | 2,560 | 3,520 |
| 2/3 page | 1,770 | 1,915 | 2,225 | 2,845 |
| 1/2 page | 1,545 | 1,650 | 1,920 | 2,515 |
| 1/3 page | 1,355 | 1,455 | 1,690 | 2,340 |
| 1/6 page | 1,145 | 1,200 | 1,365 | 1,900 |

Covers full color, non cancelable

| | |
|-----------|--------|
| 2nd Cover | 5,025 |
| 3rd Cover | 4,590 |
| 4th Cover | 5,400 |
| Gate fold | 13,540 |

Bellyband

| | |
|---------|-------|
| bw | 4,900 |
| 2-color | 5,210 |
| 4-color | 5,930 |

Guaranteed Position Premium 175

Inserts (up to 80# text weight)

| | 12x | 6x | 3x | 1x |
|-----------------------|-------|-------|-------|--------|
| Single Sheet (2-page) | 2,230 | 2,400 | 2,710 | 3,150 |
| 4-page | 3,600 | 3,795 | 4,345 | 4,910 |
| 6-page | 4,905 | 5,115 | 5,585 | 6,575 |
| 8-page | 6,010 | 6,375 | 6,790 | 8,145 |
| 10-page | 7,105 | 7,530 | 8,020 | 9,635 |
| 12-page | 8,145 | 8,640 | 9,195 | 11,045 |

Inserts 90# -110# text weight

| | 12x | 6x | 3x | 1x |
|-----------------------|-------|-------|-------|--------|
| Single Sheet (2-page) | 2,345 | 2,515 | 2,825 | 3,265 |
| 4-page | 3,830 | 4,030 | 4,585 | 5,140 |
| 6-page | 5,250 | 5,465 | 5,935 | 6,920 |
| 8-page | 6,475 | 6,835 | 7,250 | 8,610 |
| 10-page | 7,685 | 8,115 | 8,600 | 10,215 |
| 12-page | 8,840 | 9,340 | 9,890 | 11,745 |

Inserts 120# - 130# text weight

| | 12x | 6x | 3x | 1x |
|-----------------------|-------|--------|--------|--------|
| Single Sheet (2-page) | 2,580 | 2,745 | 3,055 | 3,495 |
| 4-page | 4,180 | 4,380 | 4,930 | 5,485 |
| 6-page | 5,710 | 5,925 | 6,395 | 7,380 |
| 8-page | 7,050 | 7,415 | 7,830 | 9,185 |
| 10-page | 8,380 | 8,810 | 9,290 | 10,910 |
| 12-page | 9,655 | 10,150 | 10,700 | 12,555 |

Higher weight inserts will have additional charges of \$100 per 10# per 2 pages
So, 140# 4-page insert at the 12x rate would cost \$4,380

All inserts are quoted as text weight.
To convert from cover weight or points see below:
4pt = 80# text weight, 6pt = 110# text weight
8pt = 145# text weight, 10 pt = 160# text weight

Classified Rates

| Four Color | 12x | 6x | 3x | 1x |
|------------|-------|-------|-------|-------|
| 2" | 190 | 250 | 270 | 295 |
| 3" | 295 | 350 | 385 | 400 |
| 4" | 390 | 455 | 490 | 505 |
| 1/3 pg | 780 | 825 | 855 | 875 |
| 1/2 pg | 1,040 | 1,085 | 1,120 | 1,135 |

| Black & White | 12x | 6x | 3x | 1x |
|---------------|-----|-------|-------|-------|
| 2" | 105 | 165 | 185 | 210 |
| 3" | 210 | 265 | 300 | 315 |
| 4" | 305 | 370 | 405 | 420 |
| 1/3 pg | 695 | 740 | 770 | 790 |
| 1/2 pg | 955 | 1,000 | 1,035 | 1,050 |

Counselor® Promogram®

Weekly news and information e-newsletter going to 40,000 industry professionals.

| | 12x | 6x | 3x | 1x |
|------------------------------------------------------------------------------------|-------|-------|-------|-------|
| Sponsorship 468 x 60 (top banner) | \$299 | \$399 | \$450 | \$499 |
| Product of the Week (links to ASICentral.com) | \$299 | \$399 | \$450 | \$499 |
| Banners 250 x 250 | \$199 | \$260 | \$299 | \$349 |

Counselor® Webcast Sponsorships

A monthly editorial event. Sponsors participate in the discussion, receive the participant list, and the transcript is published in *Counselor*. All for only \$3,200.

Over 40,000 ad specialty sales professionals read **Advantages** for inspiration, sales strategies and information. #1 in market share and circulation, **Advantages** is the best marketing vehicle to reach distributors and their salespeople. More **Advantages** subscriptions are delivered to salespeople at home than any other magazine. 2/3 of distributors surveyed would choose **Advantages** if they could receive only one industry sales magazine.

FAST FACTS

| | |
|-------------------------------------|-----------------------------------------------------------------------------------------|
| Guaranteed Circulation | 40,000 |
| Total Audience | 84,000 |
| Read Regularly | 84% |
| Total Buying Power | \$17.8 billion |
| High Level Executives | 91% |
| Average Years in Industry | 10-24 years |
| Average Number of Clients | 500 or more |
| Most Useful | 68% |
| Take Action | 92% |
| Leads (in a 12 month period) | 239,174 24% more than the nearest competitor |

Source: Readex Research Study, 2006

Our popular **Advantages Hot Leads Reader Response Program** provides you with measurable response to your **Advantages** advertising while making it easy for salespeople and distributors to contact you.

Readers have the ability to request information about YOUR products and link directly to YOUR website. You'll receive leads via e-mail or download as often as you wish using our online reporting tool.

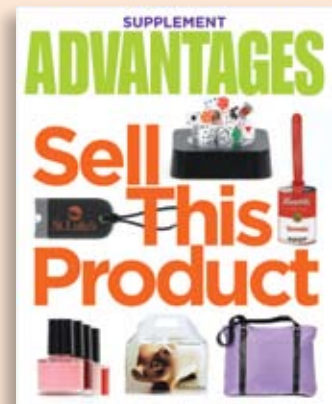
Here's how the Reader Response System works: Every ad and showcase product in the magazine carries a unique reference number.

To request information about a product, potential buyers simply log on to our **Advantages Hot Leads Reader Response** site (www.advantagesinfo.com) or circle the numbers that apply on the card and fax it back or drop it in the mail.

Leads are sent to you daily via email or are available online at your request.

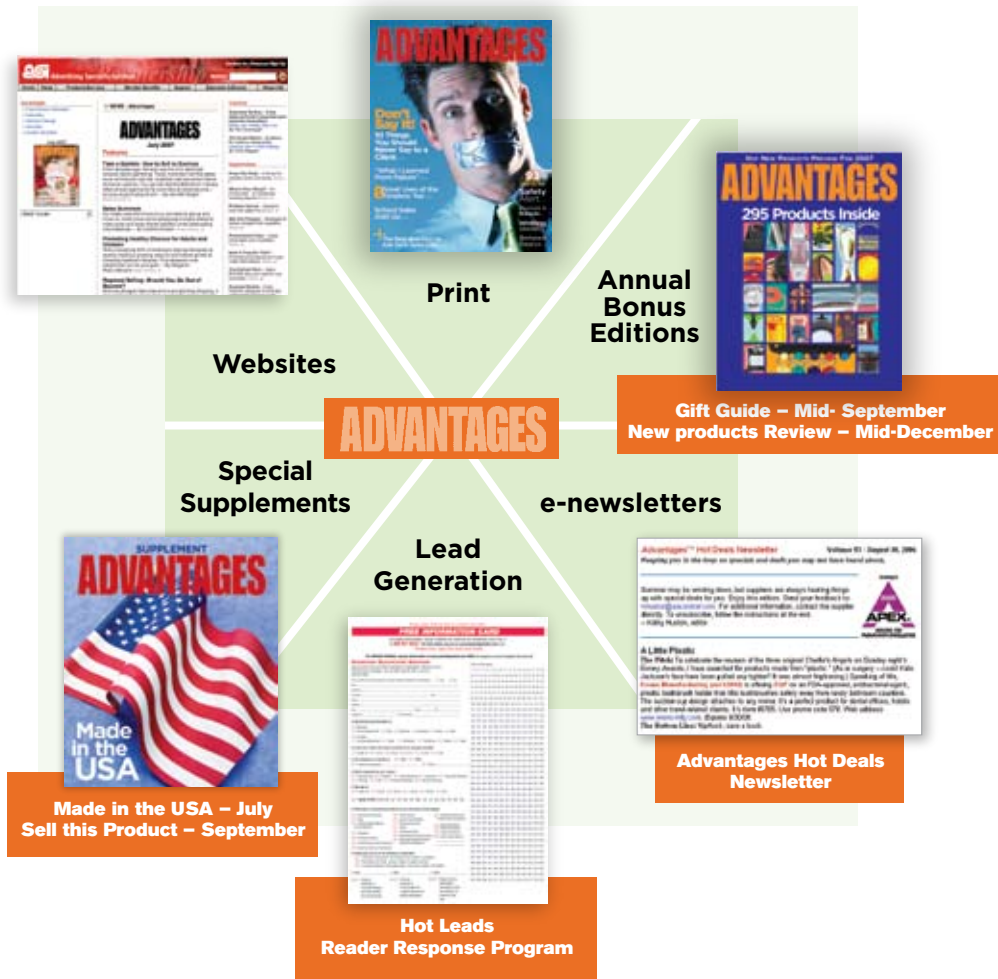


Showcase your Products and Sales Techniques in the 2008 **SELL THIS PRODUCT** Supplement to Advantages



The Sell This Product Supplement serves as an educational sales platform for suppliers. This is YOUR time to educate distributors on how to sell your products. The Sell This Product Supplement contains over 40 product categories. Only a limited number of positions are available for each category.

The Sell This Product Supplement is a great opportunity to combine your advertisements with FREE editorial coverage.



Departments:

- From the Editor*
 Perfect Pitch – **NEW!**
 How'd They Do That? – **NEW!**
 From the Field
 Success Stories
 Sell this Product*

- Product Showcases*
 What's Your Story*
 Problem Solved
 Promotional Pulse
 Blast from the Past

*Ask your sales representative to be placed near one of these sections; they are reader favorites; read by over 40%!

Advantages has received a variety of awards for its editorial features and departments and its newsletter.



ASBPE for Best Cover and Best How-to Article

APEX award for Best Feature Article and Best E-newsletter

ADVANTAGES® RATES

| | 12x | 6x | 3x | 1x |
|-------------------|-------|-------|-------|-------|
| Full Page | 3,165 | 3,430 | 3,855 | 4,280 |
| 1/2 Page | 2,545 | 2,750 | 3,095 | 3,435 |
| 1/4 Page | 1,255 | 1,370 | 1,550 | 1,720 |
| Inserts - 2 pages | | | | 3,070 |
| Inserts - 4 pages | | | | 4,085 |
| Cover 2 & Page 1 | 4,645 | | | |
| Cover 3 | 4,035 | | | |
| Cover 4 | 5,050 | | | |

Top Distributors

| | No. of Advantages Subscriptions |
|--------------------------------|---------------------------------|
| Proforma | 956 |
| American Solution For Business | 727 |
| Kaesar & Blair | 550 |
| Press A Print | 515 |
| Geiger | 482 |
| AIA | 447 |
| Embroidme | 333 |
| ipromoteu | 266 |
| Halo/Lee Wayne | 140 |
| Allegra | 121 |
| Minuteman Press | 121 |
| Alphagraphics | 120 |
| Safeguard Business System | 96 |
| The Vernon Company | 75 |
| Global Docugraphix Inc. | 51 |

"Regarding your Advantages Hot Deals e-newsletter... LOVE IT! LOVE IT! I LOVE the newsletter so very much, really look forward to receiving it and getting great product tips."

Taelor Kennedy-Bowman
 M.A. Distributors
 asi/276008

"As usual, my phone is ringing off the hook with the new product feature you did for me in the July issue of Advantages. Distributors love it and keep asking me for it!"

Lauren Fox
 Sales/Marketing Manager
 Fresh Beginnings, Inc.
 asi/55439

"When you talk about reaching an effective sales market, you must be talking about Advantages! Snugz has used Advantages as a major vehicle to build a strong brand name."

Brandon Mackay
 CAS/COO
 Snugz/USA Inc.
 asi/88060



Top 4 Departments

- New Products
- Cover Stories
- Feature Articles
- Product Showcases

Successful Promotions

is the only promotional products magazine read by the corporate marketers and entrepreneurs who make our industry grow. They are hungry for ideas: for trendy new products, ad specialties that move their message, and proven promotional strategies.

Successful Promotions is the magazine that helps them succeed, and makes YOU their preferred source for promotional products. When you advertise in **Successful Promotions**, you have access to some of the most powerful companies in the world.



FAST FACTS

| | |
|--------------------------------------------|----------------|
| Guaranteed Circulation | 50,000 |
| Total Audience | 100,000 |
| Upper Management | 69% |
| Take Action | 92% |
| Readers Pass Their Issues to Others | 46% |
| Involved in Purchasing Decision | 91% |

*Source: Readex Research, September 2005

*"Every time our customers receive their copy of **Successful Promotions** we get calls as a result. **Successful Promotions** is our most consistent lead generator."*

Ryan Simons,
President
Print-Tech Inc.
asi/299444

Fortune 500 Companies

100% of the Fortune 500 subscribe to **Successful Promotions**

*Source: Readex Research, September 2005

| Entertainment/Publishing | Finance/Banks/Insurance | High Technology | Chemical/Petroleum/Automotive |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Adams Mark Hotel Caesars Entertainment CBS Clear Channel Communications Double Tree Hotel Dow Jones Embassy Suites Four Seasons Gannett Harrah's Entertainment Hilton Hotels Intercontinental Hotels Marriott International McGraw-Hill MGM Mirage New York Times Radisson Hotel Ritz-Carlton RR Donnelley & Sons Sheraton Starwood Hotels & Rsrts. Time Warner | AIG American Express AmSouth Bancorp Aon Bank of America Corp. BB&T Corp. Capital One Financial CB Richard Ellis Group CIT Group Citigroup Comerica Commerce Bancorp Compass Bancshares Countrywide Financial Fifth Third Bancorp General Electric J.P. Morgan Chase & Co. Liberty Mutual MetLife Moody's Mutual of Omaha National City Corp. New York Life Insurance | Amazon.com Analog Devices Apple Computer BMC Software Cisco Systems Computer Assoc. Intl. Dell eBay Gateway Harris Hewlett-Packard Intel Intl. Business Machines Intuit Lucent Technologies Micron Technology Microsoft Motorola NCR Oracle Pitney Bowes Qualcomm Sun Microsystems | Air Products & Chemicals American Honda Motor Ashland BorgWarner Carlisle ChevronTexaco Collins & Aikman ConocoPhillips Cooper Tire & Rubber Dana Delphi Dow Chemical DuPont Exxon Mobil FMC Ford Motor General Motors Goodyear Tire & Rubber Hercules Marathon Oil Monsanto Oshkosh Truck |

BPA Worldwide Business Publication Audit Membership Applied for April 2007

(launchpad) HOT PROMOTIONAL NEWS & IDEAS

KEEP YOUR EYE ON...

Hot TV PREMIERE: Hip Show Targets the Club Crowd

Toxic Waste Spillers Prep Music Gift Group

(product showcase) hot ideas

Traveling!

Who needs a tiny pencil?

Chubb ... pretty

"Successful Promotions is very effective. Clients will see you as the marketing consultant they need rather than just a product pusher."

Paul Courter
Vice President
Business Development
The Ryder Group
asi/315858



Successful Promotions® Trend Report

The first e-newsletter dedicated to end-buyers. The monthly Trend Report gives 14,000 readers an **inside look** into **cool product launches, consumer promotions and incentive campaigns.**



Sample Box

As a **Successful Promotions** advertiser, **get your catalog or product sample in the Successful Promotions distributor box** delivered to more than 1,200 distributors! Just send us your samples.

SUCCESSFUL PROMOTIONS® RATES

| | 12x | 6x | 3x | 1x |
|-----------------|-------|-------|-------|-------|
| Full Page | 3,750 | 3,945 | 4,310 | 4,860 |
| 1/2 Page | 2,945 | 3,105 | 3,540 | 4,165 |
| 1/3 Page | 2,720 | 2,860 | 3,260 | 3,885 |
| 2-page Spread | 5,900 | 6,205 | 6,865 | 7,895 |
| Cover 2 | 5,680 | | | |
| Cover 3 | 5,455 | | | |
| Cover 4 | 5,665 | | | |
| Product Gallery | 755 | 840 | 995 | 1,000 |

“Successful Promotions Magazine is one of our **best tools!** We get **more leads** per dollar spent and **more distributors** who **mention our ads**, than in any other media.”

Bob Stevens, President, Footprints USA, asi/55030

“Our **ads** in **Successful Promotions** always **perform very well.** We **use Successful Promotions** to **find great customers** and we are never disappointed.”

Heather Glasgow, Marketing Manager, Hanes Printables, asi/59528



NOTABLE ISSUES

COUNSELOR®

January/July Wearables Issues

Counselor provides comprehensive wearables editorial no matter what the season. TWO issues exclusively devoted to apparel. Bonus distribution at ASI Show Dallas for the January Issue and Chicago for the July issue.

June's State of the Industry

The industry's BEST printed source for research about ad specialties. Counselor's annual State of the Industry is a must-have reference tool used year-round.

October's Writing Instruments

Everything you wanted to know about one of the hottest sectors in the industry. This issue focuses on hot new trends and forecasts for the coming year.

December's Outlook 2009/Power 50

The 50 greatest influencers in the industry plus what's coming up for 2009.



ADVANTAGES™

July's Made in the USA Supplement

This supplement provides an in-depth look at the continuing trend of products made right here in our own backyard.

September's How to Sell This Product Supplement

A special editorial and advertising supplement containing over 40+ product categories.

Mid-September's Gift Guide

Our annual BONUS edition packed with gift ideas just in time for the 4th Quarter and holiday season.

Mid-December's New Products Review

A comprehensive look at new products for the coming year.



SUCCESSFUL Promotions

September's Incentive Issue

Everything you need to know about incentive programs and how to get the most out of your budget.

November's Buyer's Guide Issue

Our 4th annual buyer's guide filled with the hottest products in every category imaginable. End-users keep it as a reference year-round.

