

## CUSTOM MERCHANDISE

AD•INK offers you many ways to enhance the impact of your advertising campaign beyond the printed page. Our custom merchandising and direct response programs will generate increased awareness for your product or service and encourage repeat business.

AD•INK has created two merchandising programs and a direct mail program exclusive to AD•INK advertisers. The first program produces laminated counter-top display cards, featuring your ad. The second program provides you with magazine reprints of your ad, either in a two-sided reprint or a 4-page brochure. Both options include "As Seen In..." along with a collage of magazine covers from the respective AD•INK network. For a minimal charge, reprints and counter cards can include customized messages and logos to further communicate your marketing strategy.

### Counter-Top Display Cards

This sales tool presents your ad mounted on a 12" x 12" quality backing sheet with an "As Seen In..." notation accompanied by a collage of the magazines in your respective AD•INK magazine network. This durable point-of-sale vehicle showcases your products or services in some of the most respected, upscale magazines in the country.

### Display Card Rates

Quantity	Price	Shipping	Total Cost
1	\$25.00	\$ 9	\$ 34
2-5	13.00	10	36-75
6-11	11.00	14	80-135
12-24	10.00	16	136-256
25-49	9.00	20	245-461
50-99	8.00	30	425-823
100-249	7.00	30 per 100	
250-499	7.00	30 per 100	

**Display Card Size:** 12" x 12"

**Turnaround Time:** Four weeks from receipt of digital files. Add 30% to list price for rush service.

### Reprints

#### One-Page Two-Sided 4-Color Reprints

This marketing tool is an effective direct mail piece alone or in combination with your existing direct mail program. The reprint is sized 8-1/2" x 11" and showcases your advertisement on one side, and features a full-color collage of the magazines in the respective AD•INK network on the reverse side. The reprint can be folded in thirds as a stand-alone direct mail piece and can include a customized marketing message. Printed on 80# gloss text

#### One-Page Ad Reprint Rates

Quantity	4/C 2-Sided Sheets	Shipping	Total Cost
1,000	\$ 795	\$ 35	\$ 830
2,000	895	60	955
3,000	995	95	1,090
4,000	1,095	100	1,195
5,000	1,195	125	1,320
folding \$28 for first 1,000 – \$8 for each additional			
wafersaling quote available upon request			

#### Four-Page 4-Color Brochure Reprints

The 4-page brochure is sized 17" x 11" folded to 8-1/2" x 11". The cover of the folder showcases your logo message and displays the 4-C reproductions of the magazines in your network. Pages 2 and 4 feature your special message. Page 3 displays your ad. Printed on 80# gloss text

#### 4-Page Brochure Reprint Rates

Quantity	4/C 2-Sided Brochure	Shipping	Total Cost
1,000	\$2,385	\$ 70	\$2,455
2,000	2,685	120	2,805
3,000	2,985	190	3,175
4,000	3,285	200	3,485
5,000	3,585	250	3,835
folding \$28 for first 1,000 – \$8 for each additional			
wafersaling quote available upon request			

**Turnaround time:** Four weeks from receipt of digital files. Add 30% to list price for rush service with delivery two weeks after delivery of digital file.

