Reach marketers year-round in print and online

PROMO's Sourcebook delivers leads all year long through turnkey, integrated listings that put your message in front of buyers looking for your product or service.

" PROMO Sourcebook pays for itself in response and in new business."

> –Joel Benson President EventNetUSA



Get your company listing in PROMO's Sourcebook 2007, the ultimate print and online supplier sourcing tool for more than 48,000¹ PROMO readers.

TARGETED, POWERFUL BUYERS

PROMO readers are senior-level promotion and marketing executives in consumer products companies, Fortune 500 firms, retailers, service companies and top promotion agencies. 91% are involved in the selection of promotion-related programs, products and services for their companies².

PRINT & ONLINE VISIBILITY

Integrated listings on both promomagazine. com <u>and</u> in the printed desk reference place your message and contact information wherever and whenever marketers begin their supplier searches. Plus, you receive a FREE personal audio message with your online listings.

YEAR-LONG VALUE AND EXPOSURE

Economical listing packages deliver big valueyour message reaches every marketer who searches in your category for an entire year.

LISTING DEADLINES Early Bird: (SAVE 5%) April 14 FINAL: May 26





Place your order today and receive 5 FREE online listings with your own <u>personal</u> <u>audio</u> <u>message!</u>

CONTACT US TODAY to list your company in PROMO's Sourcebook 2007

CONTACT: Alan Steen, (203) 358-4191, or Richard Ross, (203) 358-4269 E-MAIL: promosourcebook@prismb2b.com

ONLINE: Visit advertisers.promomagazine.com and click on Sourcebook 2007

Sources: 1. Circulation: 24,260, ABC Publisher's Statement, 6/05; Multiplied by Readers per copy: 2.0, PROMO Reader Profile Study, Prism Business Media Research, 5/05; 2. PROMO Reader Profile Study, Prism Business Media Research, 5/05

PROMO^{'s} SOURCEBOOK 2007 Publication Date: October 2006

Main Listing (50 words) — \$995 Each additional 25 words — \$250

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Each logo and/or photo (4-color or B&W) — \$350 Additional listings/logos/photos in other categories:

ORDER FORM

FAXTO: 203-358-5814

 \Box **YES**, include my company's listing(s) in **PROMO** SourceBook 2007. I've indicated my category choices, logo and photo option below.

Name:	_Title:	
Company		
Address:		
City:		_ Zip
Phone:	_ Fax:	
E-mail:		
Signature:		

50% discount, same size or smaller than largest listing

Earlybird discount: Take 5% off your order if we receive it *before* April 14, 2006. No cancellations accepted after July 14, 2006.

Final Deadlines: For orders — May 26, 2006. For copy/logos/photos — June 23, 2006. *No changes accepted after July 3, 2006. No agency commissions.* E-mail copy/logos/photos to: Maureen Van Kuren — mvankuren@prismb2b.com Phone: 203-358-4240

Microsoft Word is the required format for all listings. Once your listing is complete, click the "Tool" menu, then the "World Count" tab to obtain the number of words in your listings.

Logos/Photos must be in **PC platform**: Adobe Illustrator or Photoshop .tiff, .jpeg or .eps. 150 line screen. Photos should be sent 2"x2" in high resolution (300 dpi or better) and in CMYK.

Make sure to indicate with which listing(s) you want your logo and/or photo.

Ń	(2) Promotion Agency Section	ن ^{غة را} وم ^و ر (142) Event Promotions	(80) Plastic Products
	(4) 3D Glasses & Optical Effects	(132) Event Staffing	(81) Point-of-Purchase Displays
	(5) 3D Lenticular Printing	(147) Event Technology Services	(82) Polywrapping/Bagging
	(6) Account-Specific Marketing	(41) Executive Recruiters	(34) Pop-Up Stores
	(7) Advertising/Promotional Products	(130) Experiential Marketing	(83) Pop-Ups
	(145) Aroma/Scent Marketing	(42) Field Marketing	(85) Premiums/Incentives
	(8) Audio Marketing & Cassette Duplication	(45) FSI Programs	(86) Premiums/Incentives/Factory Direct
\vdash	(124) Bags	(46) Fulfillment	(87) Printers: Commercial/Direct Mail
	(9) Banners & Flags	(47) Gift Cards/Certificates	(88) Printers: In-Pack/On-Pack
	(10) Beverage Marketing	(125) Guerrilla Marketing	(89) Printers: Plastic
\vdash			(90) Printers: Screen Printing
	(11) Cameras (123) Caps/Hats	(48) Healthcare Marketing (50) Inflatables	· · · · ·
$\left \right $			
		(51) In-Pack/On-Pack Programs	(92) Printers: Specialty
	(13) Cause Marketing	(52) In-School Marketing	(93) Radio Merchandising
	(14) CD/Computer Marketing & Replication	(122) In-Store Marketing/Programs	(94) Rebate Processing
	(15) Channel Marketing	(53) Insurance, Prizes, Sweepstakes	(95) Research
	(16) Children's Marketing	(54) Interactive Media	(97) Retail Marketing
	(22) Coins & Banknotes	(56) Internet Marketing	(96) Retailer Databases/Scanner-Based S
	(17) College Marketing	(57) Kids/Teen Marketing	(152) Sample Packaging
	(18) Co-Marketing	(58) Labels	(99) Sampling Programs
	(20) Consultants	(59) Legal Resources	(134) Search Engines
	(21) Co-Op Mailing Programs	(61) Licensing	(102) Sponsorship Activation
	(151) Coupon: Targeting/Analysis	(148) Lifestyle Marketing	(104) Sporting Goods
	(23) Couponing: Processing/Mgt. Services	(62) List Brokers/Compilers	(103) Sports Marketing
	(24) Couponing: Programs	(63) Loyalty Marketing	(139) Strategic Marketing
	(25) Creative Resources	(64) Magnets	(105) Sweepstakes, Games, Contests
	(128) Credit Card Marketing	(66) Mall Marketing	(106) T-Shirts: Compressed & Flat
	(26) Custom Apparel	(66) Mature Marketing	(107) Tattoos/Temporary
	(150) Custom Manufacturing	(133) Media/Promotional	(108) Telemarketing
	(27) Custom Publishing	(67) Merchandising Services	(109) Telepromotions: Interactive
	(28) Data Entry Services	(68) Military Marketing	(110) 800# and 900# Telepromotions
	(29) Database Marketing Services	(69) Mobile Marketing Programs	(131) Tents/Portable Fabric Structures
	(30) Debit Cards	(144) Mobile/Wireless Technology	(143) Text Messaging
	(31) Demographic Targeting	(70) Models/Talent Agencies	(113) Tie-in Services
	(141) Direct Mail	(71) Motor Sports Marketing	(114) Trade Marketing
	(32) Direct Marketing	(72) Movies/In-Theater Promotions	(115) Trade Show Marketing/Display
	(33) Distribution: International/Logistics	(152) Music Cards	(118) Travel Promotions
	(138) Document Imaging/Scanning	(73) Music Marketing/Downloads	(149) Urban Marketing
	(146) DVD Creation & Replication	(136) Nightclub Consumer Marketing	(119) Video Marketing
	(35) Electronic Marketing	(75) Out-of-Home Marketing	(120) Virtual Reality
\vdash	(36) E-Mail Marketing	(76) Package Inserts	(120) Viited Houry (121) Voice Overs
	(37) Entertainment Marketing/Sponsorships	(77) Packaging	
\vdash	(39) Ethnic Marketing	(77) Phone Cards	
\vdash	(40) Event Marketing	(79) Photography/Promotional	

A PRISM Business Media Publication

PROMO[®] Magazine's SourceBook 2007 is_

he only opportunity to tell your sales story in full detail to thousands of promotion executives. A special 13th issue of **PROMO** Magazine, The Magazine for Promotion Marketing, this BIG DESK REFERENCE TOOL will be on every subscriber's desk to be used and reused all year long.

There's no limit to the amount of information you can include to enhance your company's image in the industry. The more you tell, the more you sell.

PROMO's SourceBook 2007 will feature an attractive easy-to-read, easyto-use format that is indexed, categorized and edited so your best prospects can make meaningful comparisons in selecting suppliers. In addition to listings, the SourceBook will feature pages and pages of valuable editorial material, including useful charts, graphs, industry forecasts, and much more.

Orders Deadline: May 26, 2006 Copy and Art Deadline: June 23, 2006 • Publication Date: October 2006

Suggested information to be included in your listing (Copy must be supplied in a Microsoft Word Document on disk or via e-mail)

- 1 **Categories**. Which categories of the industry is your business in? 2 Company name, address, phone, fax, Web site and e-mail. Be sure to include your toll-free number.
- 3 **Contact name**. Make response easier by including the names and titles of all key sales contacts.
- 4 Branch and regional sales offices. Sometimes location plays a key role in the buying decision. Be sure to list local and regional offices and all sales contacts.
- 5 Company description. Describe your company the way you want your customers to see you. Include the number of employees, years in business and anything else that speaks of substance and solidity.
- 6 Areas of specialization. Be specific and informational. Include unique services, special experience, the advantages your company offers, additional products or services and anything else that differentiates your company from your competitors.
- 7 Programs/Services. Every client wants service. State your turn-around time or other criteria of service excellence. Do you offer special training? Unique quality? Pricing efficiencies? Patented processes? Your prospects will want to know.
- 8 Satisfied clients. Add credibility to your image by providing a roster of clients or the number of firms your company serves.
- 9 **Company statement**. Take this opportunity to deliver a broad statement about your company's business philosophy and specific details about the products or services you offer.
- **Professional Affiliations.** 10

* Publication Date: October 2006. To be delivered with the October issue of to 24.000+ subscribers.

Sample Listing:





A+ Company 🔶 – [Word Count Starts Here]

1234 Anywhere Street

Yourtown, US 80001

Phone: (714) 956-6600 Fax: (714) 956-5592

E-mail: msample@a+company.com

Contact: Martin Sample, VP Sales

WORDS Web site: www.a+company.com 20

Branch offices: Chicago, Atlanta, New York **Company Description:** Full-service promotion fulfillment company offering a range of capabilities, from inbound/outbound telemarketing to premium warehousing.

Specialization: A+ Company provides client service with quality procoupons, rebates processin nagement of chance motion in our business demands a performance a pe site dedicated sales force that is directly involved and responsible for the successful execution of your WORDSpromotion.

Additional Services: A+ Company also provides standard fulfillment services, including merge/purge operations, lettershop services, warehousing, telemarketing, data entry, winner verification, P.O. Box destinations, management/marketing reports and more.

Clients: Extended Option, Inc., ConAgra Corp., Donnaly & Seville, Placement Systems Ltd. **Company Statement:** A+ Company's business philosophy is that a supplier cannot justly serve a client's interests unless they have a true understanding and interest in their business. We pride ourselves on being strategic "partners" with our clients and believe that we can only be successful if their programs work as efficiently as possible.

Contact:

PROMO Magazine

Alan Steen, Director Marketing Services Phone: (203) 358-4191 Fax: (203) 358-5814 E-mail: asteen@prismb2b.com



A PRISM Business Media Publication

SOURCEBOOK 2007 INTEGRATED LISTING PACKAGES



PACKAGE #1 BASIC When your total cost of your print listing equals \$995.00 to \$2,999.99 you will receive



UP TO 5 CATEGORIES:

Company name; address; phone; fax e-mail; URL; contact name 250 word company description • No Logo • Ability to change listing at any time

PACKAGE #2 PLUS When your total cost of your print listing equals \$3,000.00 to \$4,999.99 you will receive



UP TO 10 CATEGORIES:

Company name; address; phone; fax e-mail; URL; contact name 250 word company description • Logo with listings • 5 links to targeted Web pages • Ability to change listing at any time



PACKAGE #3 PREMIUM When your total cost of your print listing equals \$5,000.00 and up you will receive



Company name; address; phone; fax e-mail; URL; contact name 250-word company description 250-word product description • Logo with listings • 10 links to targeted Web pages • 5 Category sponsorships • Ability to change listing at any time

UP TO 25 CATEGORIES:

TO RESERVE SPACE OR FOR MORE INFORMATION CONTACT: Alan Steen, (203) 358-4191, asteen@prismb2b.com Richard Ross, (203) 358-4269, rross@prismb2b.com

FAX: (203) 358-5814