

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.

FREE AUDIO MESSAGE WITH YOUR ONLINE LISTINGS

"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 and 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 value—your message reaches every marketer who searches in your category for an entire year.

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

PROMO
IDEAS • CONNECTIONS • BRANDS
A Prism Business Media Publication

PROMO
Sourcebook
2007[®]

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

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@prism2b.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

SourceBook 2007™

Publication Date: October 2006

Main Listing (50 words) — \$995

Each additional 25 words — \$250

Each logo and/or photo (4-color or B&W) — \$350

Additional listings/logos/photos in other categories:

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.

Listing	Logo	Photo	Listing	Logo	Photo	Listing	Logo	Photo
(2)			(142)			(80)		
(4)			(132)			(81)		
(5)			(147)			(82)		
(6)			(41)			(34)		
(7)			(130)			(83)		
(145)			(42)			(85)		
(8)			(45)			(86)		
(124)			(46)			(87)		
(9)			(47)			(88)		
(10)			(125)			(89)		
(11)			(48)			(90)		
(123)			(50)			(91)		
(12)			(51)			(92)		
(13)			(52)			(93)		
(14)			(122)			(94)		
(15)			(53)			(95)		
(16)			(54)			(97)		
(22)			(56)			(96)		
(17)			(57)			(152)		
(18)			(58)			(99)		
(20)			(59)			(134)		
(21)			(61)			(102)		
(151)			(148)			(104)		
(23)			(62)			(103)		
(24)			(63)			(139)		
(25)			(64)			(105)		
(128)			(66)			(106)		
(26)			(66)			(107)		
(150)			(133)			(108)		
(27)			(67)			(109)		
(28)			(68)			(110)		
(29)			(69)			(131)		
(30)			(144)			(143)		
(31)			(70)			(113)		
(141)			(71)			(114)		
(32)			(72)			(115)		
(33)			(152)			(118)		
(138)			(73)			(149)		
(146)			(136)			(119)		
(35)			(75)			(120)		
(36)			(76)			(121)		
(37)			(77)					
(39)			(78)					
(40)			(79)					

ORDER FORM

FAXTO: 203-358-5814

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: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Signature: _____

Marketing Services Worksheet

SUGGESTED GUIDELINES FOR WRITING YOUR LISTING

PROMO® Magazine's

SourceBook 2007™ is...

The 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, easy-to-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.
- 10 Professional Affiliations.**

* **Publication Date: October 2006. To be delivered with the October issue of to 24,000+ subscribers.**

Sample Listing:



← [4-Color or B&W logo – \$350]

Company

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

Web site: www.a+company.com

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 superior client service with quality products to include coupons, rebates, direct mail, merchandise, community processing and fulfillment. The management of change promotion programs in our business demands a personal connection, therefore we maintain an on-site dedicated sales force that is directly involved and responsible for the successful execution of your promotion.

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., Donnalay & 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

LOGO 1" →
 ↓
 50 WORDS
 ↓
 ADD'L 25 WORDS
 ↓
 ADD'L 25 WORDS
 ↓



PROMO

IDEAS • CONNECTIONS • BRANDS

A PRISM Business Media Publication

SOURCEBOOK 2007 INTEGRATED LISTING PACKAGES

**PRINT
VERSION**

PACKAGE #1 BASIC

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

**ONLINE
VERSION**

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

**PRINT
VERSION**

PACKAGE #2 PLUS

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

**ONLINE
VERSION**

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

**PRINT
VERSION**

PACKAGE #3 PREMIUM

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

**ONLINE
VERSION**

UP TO 25 CATEGORIES:

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

TO RESERVE SPACE OR FOR MORE INFORMATION CONTACT:

Alan Steen, (203) 358-4191, asteen@prismb2b.com

Richard Ross, (203) 358-4269, ross@prismb2b.com

FAX: (203) 358-5814