



LOW COST PER IMPRESSION = HIGH ROI

promotional products

prime time tv

newspapers

national magazines

radio
\$.058

\$.005



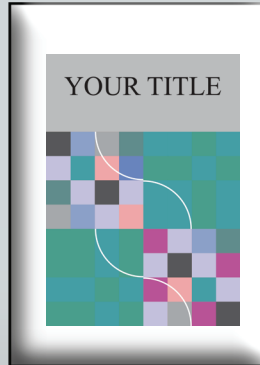
\$.018



\$.029



\$.045



AFTER RECEIVING A PROMOTIONAL PRODUCT

83%

of consumers remembered the advertiser

60%

of recipients did business with the advertiser

41%

more favorable toward the advertiser

MOST COMMONLY OWNED PROMOTIONAL ITEMS:

46%



PENS

38%



SHIRTS

24%



CALENDARS

Impressions per month generated by:

BAGS

1078

WEARABLES

1044

PENS/PENCILS

437

CALENDARS

295

AUTO

278

OFFICE

249