

PIP Advertiser Support

We provide advertisers with a prime marketing vehicle designed to produce strong reader interest and sales lead response that lead to new sales. *PREMIUM INCENTIVE PRODUCTS* also supports our advertisers' efforts with comprehensive marketing programs. A key part of this concept is to provide multiple points of contact and lead-generating tools.

Advertiser Showcase Bonuses

As an advertiser, your products or company are featured at no cost with full-color pictures, descriptive copy and contact information. In addition to a reader-service number, all Showcases include your phone number and Web site address. We encourage readers to contact you directly while their interest is at its peak. By advertising in the appropriate issues, you will earn bonus exposure. Readers respond to PIP Showcase information.

Pre-Qualified Quick-Response Sales-Lead System

Studies of sales leads show a high degree of conversion to sales if leads are answered and followed up promptly. *PREMIUM INCENTIVE PRODUCTS* provides fast turnaround so your leads are always fresh with our quick-response sales-lead system.

Our reader-service fax-back system stimulates more activity and eliminates mailing delays. We process leads on a weekly basis and e-mail them to you so you can respond quickly to begin the sales process. The e-mailed leads are provided three ways to facilitate the follow-up process: You are able to import the information into a database, view the information in an easy-to-read format and print labels.

Each lead is pre-qualified. In addition to normal contact information, you also receive the prospect's type of organization, job title, yearly premium incentive operating budget, phone number, fax number and e-mail address.

The end result: Pre-qualified sales leads generated from *PREMIUM INCENTIVE PRODUCTS* are in your hands sooner in an easy-to-use format so you have a better opportunity to turn each prospect into a customer.

Bonus Sales Leads

Advertisers get more leads from every issue. Reader-service reply cards highlight selected product categories to encourage readers to request information for items they plan to purchase in the coming 12 months. As an advertiser in the issue, you receive all leads from the category that relates to your business activity.

Buying Plans Surveys tell you where the market is headed – before the buying begins.

PIP surveys readers to determine their purchasing plans for the coming year. A specific product category is targeted each issue. Survey questions are printed on the reader-service reply card, sometimes supplemented by a separate questionnaire and mailing to pre-selected readers.

We ask readers:

- Whether they plan to buy in the next 12 months.
- What they plan to purchase.
- When they plan to purchase.
- How much money they have budgeted.

As a qualified advertiser, you receive the complete printed survey results in a handy market intelligence report. The report contains: name, company, address, phone & fax number, e-mail address, plus survey-question answers – including buying plans and budget.

The survey names alone can be worth more than the ad cost!

2009 BUYING PLANS SURVEYS

JANUARY/FEBRUARY: GIFT CARDS

MARCH/APRIL: CAMERAS

MAY/JUNE: ELECTRONICS

JULY/AUGUST: BUSINESS GIFTS

SEPTEMBER/OCTOBER: INCENTIVE MERCHANDISE

NOVEMBER/DECEMBER: WATCHES AND CLOCKS