

# PIP Supports Your Ad Program!

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

## Product, Literature and Web Site Showcase

As an advertiser in a Showcase issue, your products, literature or Web site is 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 followed up promptly. Our fax-back reader-service system stimulates more activity and eliminates delays. We process leads weekly and e-mail them to you so you can respond quickly to begin the sales process. You are able to import the information into a database, view in an easy-to-read format and print labels.

Leads are pre-qualified. You receive the prospects' organization type, job title, yearly premium incentive budget, phone and fax numbers and e-mail address. The end result: PIP pre-qualified sales leads 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 Survey 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. • 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 and 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!*

## 2010 Buying Plans Survey

**JANUARY/FEBRUARY:** GIFT CARDS

**MARCH/APRIL:** CAMERAS

**MAY/JUNE:** ELECTRONICS

**JULY/AUGUST:** BUSINESS GIFTS

**SEPTEMBER/OCTOBER:** INCENTIVE MERCHANDISE

**NOVEMBER/DECEMBER:** WATCHES AND CLOCKS

## Digital Editions

Each issue of PIP is published as a digital edition. All editions will be archived digitally at the PIP Web site, [www.pipmag.com](http://www.pipmag.com), with direct links to advertisers' Web sites.

Our digital editions feature page-turning automation that is dynamic and accessible with interactive content—including Web links to your site. Each issue contains advanced and dynamic features, including: table of contents, zoom, send to a friend, download and print options. Your ads benefit from increased reach and exposure. And it's beautiful!

## Web Site Activity and Advertising

Both full and side Banner Ads are available for advertisers at [www.pipmag.com](http://www.pipmag.com).

