

Direct Marketing & Inserts 2011

Progress



DIRECT MARKETING, INSERTS, AND SPECIAL PRODUCTS

Your message is meant for a specific target audience. You want only CEOs or senior executives who manage budgets in excess of \$5 million who operate only in Newfoundland and New Brunswick?

You can have it.

Progress not only maintains the most valuable business lists in Atlantic Canada, but we can manage your direct marketing campaign as well with in-house expertise and recommended professional direct marketing consultants.

In addition to direct marketing expertise, our business-to-business publications provide targeted marketing opportunities by serving as vehicles for your pre-printed inserts and specialty products.

Target your marketing piece!

Supplied inserts must conform to manufacturers' specifications.

For more detailed information, contact your marketing consultant.



IT'S IN THE BAG!

You can get your special insert directly into the hands of the *Progress* audience! Polybagging is a great and cost effective way to reach your target. Publisher reserves the right to limit the number of items per issue.

YOU'RE ON TOP!

Cover wraps are a great way to stand out from the crowd. Your message is front and centre! Please check with your marketing consultant to confirm specifications. Cover wraps are at the publisher's discretion.

SPLIT COVERS

Your ad can appear on the inside cover flap – prime positioning for your message!

GENERATE DIRECT RESPONSE!

Blow-in inserts must maintain a minimum stock weight of 140M. Minimum size is 4"x3.5"; maximum size is 6"x4".

NOTE:

Some stitch-ins require an extra lip for insertion due to the manufacturing process. This lip must be blank. Check with your marketing consultant to confirm specifications.

INSERTS/SPECIAL PRODUCTS RATE CARD 2010 Costs per thousand (gross rates)

	Less than 1 page	1-2	3-4	5-8	9-16	17-24
Stitch-in	\$216	\$229	\$258	\$340	\$410	\$503
Blow-in/Tip-in	\$186	n/a	n/a	n/a	n/a	n/a
	Less than 5 grams	6-10	11-20	21-30	31-40	41-50
Polybag*	\$276	\$297	\$323	\$374	\$421	\$471

Terms and Conditions for Inserts/Special Products

- Availability of all inserts/special products is limited. Please check with your marketing consultant to determine availability and to confirm process/specifications.
- Minimum quantity of 4,000 inserts. Please check with your marketing consultant to confirm base run for each magazine.
- All insert specifications must be supplied to Progress Media Group prior to contract for approval. Samples must be approved by Progress Media Group prior to insertions.
- There is no frequency discount on inserts/special products.
- All rates are based upon delivery of material to a specified location at advertiser's expense, by deadline supplied by marketing consultant. Cartons must be marked clearly as to magazine name, issue and accurate count in each.
- Publisher reserves the right to refuse any inserts at his/her discretion.

*Prices are based on full-run. Add \$35/M for each targeted select. Any inserts weighing more than 50 grams will be priced on an individual basis.



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Our audience means business

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