

E-OPPORTUNITIES: E-BLASTS

IT'S A FACT

Email marketing is one of the most cost-effective and powerful marketing tools available to businesses of all types and sizes. It gives your brand an edge in a tough market. Daily, weekly, or monthly emails will keep your brand in your target audience's mind. Email marketing is highly responsive. The Direct Marketing Association reports that email delivers the highest ROI of all direct response tactics. Email is also the top online marketing method for customer retention.

WHAT IS AN E-BLAST?

An e-blast is our digital version of direct mail. This targeted program allows you complete flexibility in messaging and timing. Show your story through compelling graphics, along with your own call-to-action aimed directly at retailers and manufacturers.

TECHNICAL SPECS FOR E-BLASTS

We accept the following file types: .gif, .jpg/.jpeg, .pdf. Images should be no larger than 900 pixels wide and 72 dpi. You can also provide a completed HTML document.

2009 RATES

\$2,225 net for each e-blast to one specific list

PRECIOUS MOMENTS®
MOTHERS DAY PROMO PACK

Celebrate the loving tenderness of mom with this lovely Promo Pack featuring pieces from our Words of Grace® collection. Mother's touch our lives with Tenderness, as this figurine manifests with the word etched on her dress. Sentiment plaque, stunning silver-plated heart necklace included.

"a mother's love guides us through life with tenderness and understanding"

"Tender As A Mother's Love"
Mother's Day Promo Pack
8411
[buy now](#)

Celebrating the Gift of Life™

Additional Mother's Day Figurines

"Mom, Your Love Makes Me Blossom" (Boy)
840002
[buy now](#)

"Mom, Your Love Is My Greatest Gift"
840007
[buy now](#)

"Mom, Your Love Makes Me Blossom" (Girl)
840001
[buy now](#)

Additional Mother's Day Figurines

"The Greatest Joy Is Motherhood"
790021
[buy now](#)

"The Greatest Joy Is Motherhood"
100 mm Resin Musical Waterhall
841001
[buy now](#)

[click here](#) to view complete Mother's Day Collection

[click here](#) to view complete Precious Moments Collection

[click here](#) to view complete Words of Grace® Collection

Gifts & Decorative ACCESSORIES 09



E-OPPORTUNITIES: E-CATALOGS

TURN YOUR EXISTING PRINT CATALOG INTO A INTERACTIVE DOCUMENT!

Showcase your products and get more mileage out of your print catalog by placing it online in *Gift and Decorative Accessories' e-Catalog* showroom.

HOW IT WORKS:

1. Simply provide your print catalog to your sales representative.
2. We scan, load and link the catalog to your website.
3. You receive monthly tracking of page views and click through rates.

AVAILABLE PACKAGES:

One Catalog - \$250 per month

Up to three catalogs - \$350 per month

Program includes:

- Online display of your catalog
- Fast page browsing
- Search catalog text feature to quickly find products
- Link from the catalog to your website
- Up to 250 pages per catalog
- Exposure on all seven Reed Retail Sites

BENEFITS OF ONLINE PRESENTATION

- Immediate and round-the-clock access to your catalog by your customers
- Global exposure for your catalog without the added printing and postage costs
- Maintains the look of your catalog merchandising across media
- Creates a dynamic, interactive environment of graphics and animation that engages your customers
- Leads qualified buyers to your site
- Creates an easy and quick way to shop online



Gifts & Decorative
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GIFTS AND DEC: BUYERS GUIDE

ONLINE DIRECTORY FEATURES MORE THAN 1,700 SUPPLIERS

Gifts and Decorative Accessories announces its new online buyer's guide. The buyer's guide includes more than 1,794 distributors, importers, manufacturers and suppliers. More than a simple directory listing, this resource includes features such as slide shows, email contacts and advanced product search tools to connect buyers and suppliers.

BENEFITS:

- **This new buyer's guide focuses exclusively on products for the gifts and decorative accessories marketplace**
- **Links directly from www.GiftsandDec.com with more than 39,000 visitors each month**
- **User-friendly online tools empower users to update their listings at any time**
- **Suppliers can choose from a variety of features to customize and enhance their company's online presentation to prospects!**

Basic listings are provided at no charge to qualified suppliers. Enhanced packages include features such as online slide shows, sort-to-top listings, customized key word search and more. **Log on today to ensure your company is included in this free online resource.** (<http://buyersguide.giftsanddec.com/default.aspx?src=>) You can add a free listing, update a current listing and select the enhanced package that works for you while customizing your listing to achieve the best results for your business.

ENHANCED PACKAGES INCLUDE:

Silver Package:

Expand your listing in up to 20 different product categories, add product images, your company logo and optimize with keyword search for just \$975/year. (For a limited time, buy 12 months and get two months for free).

Gold Package:

Enjoy all the features of the silver package plus add a slide show of you products; sort-to-top preference for your listing; highlight your listing; and more for just \$1,550/year. (For a limited time, buy 12 months and get two months for free.)

Log on now to

<https://dashboard.rbidirectories.com/ui/dashboard/Welcome.aspx?pubid=22>
for step-by-step instructions on how to update your listing.

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