

GREAT GIFTS



UNDER \$20

- The economy is tough, but consumers are still buying gifts...at least the ones under \$20.
- What is your best “under \$20 retail” item? Let us bring it to the gift retailers.
- Showcase it in our special **Great Gifts Under \$20 Advertising Section**.
- Just send us one image and up to 25 words of copy. We will float 5 images on a page.
- Plus we will house these pages on our website for a 2 month period.

ISSUE DATE: MAY 2009

AD SIZE: 1/5 PAGE IN GIFTS & DEC

WEB EXPOSURE: 2 MONTHS ON GIFTSANDDEC.COM

SPACE CLOSING: APRIL 13, 2009

COST: \$650 PER IMAGE

CALL US FOR MORE INFORMATION!



Gifts & Decorative
ACCESSORIES 09

LEIGH RIPPY: 336-605-1136 LEIGH.RIPPY@REEDBUSINESS.COM
GARRY GRENIER: 630-288-8637 GGRENIER@REEDBUSINESS.COM
JOY ADAMS: 336-605-1071 JOY.ADAMS@REEDBUSINESS.COM

Showcase on Stationery

A SPECIAL *PRODUCT PREVIEW* SECTION
DEDICATED TO STATIONERY AND
GIFT MANUFACTURERS

The advertising solution for manufacturers with big messages... but small advertising budgets.

Running in conjunction with our in-depth Stationery Industry editorial coverage, this page will be a must-read for retailers looking for the latest "hot new product" for their shelves.

This affordable advertising package will combine both print and online exposure for maximum impact.

Leads will be provided from both the print and online responses.

Don't have an ad? We will create one for you at no charge!

Issue: May

Bonus Distribution: National Stationery Show, NY

Space Close: 4/13/09

Print Ad Unit: 1/6 page, 4/color (3 3/8" x 3")

Online Ad Unit: Banner ad on eNewsletter (468x60)

Package Price: \$600 net

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Gifts & Decorative ACCESSORIES

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PRODUCT PREVIEW — Stationery Edition

never the Rock
photography



Offering a unique collection of blank note cards, blank note card sets, Christmas cards and beautiful home decor items, all featuring fresh, exclusive photographic images.

www.nevertherock.com
1-866-886-3837

Circle #314

Periwinkle Press
paper gifts • invitations
social stationery

We make it ourselves in the U.S.A.



205.945.4180
www.periwinklestationery.com

Circle #315

Greeting Cards for the Proverbs 31 Woman



SASSY & sophisticated

Notes, jotters, and memo pads available soon!

booth #2232 national stationery show
800.944.8000
www.dayspring.com/sassy

DaySpring
Shine Your Heart and God's Love™

Circle #310

May your Christmas be simply wonderful.



Greeting Cards
Note Cards & Note Pads
Children's Fold-a-Notes
Holiday Letter Paper
Christmas Books

♥ it takes two ♥

800-331-9843
ittakestwo.com

Circle #306

Gina B. designing

New Collections!



NY Booth 3320
800-228-4856 • www.ginabdesigns.com

Circle #303

divine Basics
for Life's Moments™



May 2008

Visit us at the National Stationery Show Booths 2471 & 2475

Circle #311
Gifts & Decorative Accessories • www.giftsanddec.com

PLAY YOUR CARDS RIGHT!

ADVERTISE IN OUR MAY SPECIAL ADVERTISING SECTION COVERING GREETING CARDS, STATIONERY, INVITATIONS, AND GIFTS

Our special “marketing package” will help to build greater brand awareness and increase your total sales leads. For an additional 20% over the usual cost of your ad, we will DOUBLE your space! Instead of just one impression, this section allows you to show multiple product images, doubling the effectiveness of your advertising dollar.

Greeting Cards and Invitations

Masterpiece Studios
Simply sophisticated boxed holiday cards feature intricately designed winter elements mixed with sophisticated storytelling.
(Circle No. 212 on Reader Service Card)

Masterpiece Studios
Sensational boxed holiday cards represent vintage with Christmas, glitz and other special touches. Contact Masterpiece Studios at 800.447.0219 for more information.
(Circle No. 211 on Reader Service Card)

Masterpiece Studios
Vintage Dodge boxed holiday cards are modern and fresh. The fun features a shorliff font and light glitz to accentuate her rich style and character. Contact Masterpiece Studios at 800.447.0219 for more information.
(Circle No. 213 on Reader Service Card)

Masterpiece Studios
Holiday Collection cards range from traditional to whimsical. The cards feature processes such as glitz and flocking and are accompanied by foilface or coordinating self-sealing envelopes.
(Circle No. 214 on Reader Service Card)

Masterpiece Studios
Rich, vibrant color and foil embossing highlight the elegance of Century Greetings cards. For more information, contact Masterpiece Studios at 800.447.0219.
(Circle No. 215 on Reader Service Card)

Season's Greenings boxed holiday cards combine beautiful design with earth-friendly materials.

Visit Masterpiece Studios at the National Stationery Show, booth 2520

Masterpiece Studios • 800.447.0219 • www.masterpiecestudios.com



BONUS EXPOSURE:

- Buy a Full-Page Ad and Receive 5 Product Profiles
- Buy a ½-Page Ad and Receive 3 Product Profiles
- Buy a ¼-Page Ad and Receive 1 Product Profile

BONUS DISTRIBUTION:

National Stationery Show – New York City
Surtex – New York City
Licensing International Show – Las Vegas

SPACE CLOSE: 4|13|09

MATERIALS DUE: 4|16|09

Reserve Your Space Today!

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PRODUCT WIRE: *Stationery Show Editions*

BIG EXPOSURE. SMALL PRICE.

- Our special Product Wire – **Stationery Show Editions** will be dedicated to the latest in stationery-related products
- Published every other Monday, prior to the **National Stationery Show**
- This electronic newsletter offers an economical and effective way to advertise your new stationery-related products.
- Ads will promote your products and drive retailers back to your website.
- Whether you are exhibiting or not...reach out to your customers...show them what you have to offer.

CIRCULATION:

Product Wire subscribers (9,400)

DEPLOYMENT DATES:

April 13, April 27 and May 11

FAST. AFFORDABLE. RESULTS DRIVEN.

Call Your Account Manager
For Positioning And Pricing!

728 x 90 Leaderboard
Position 1
\$237 net (per issue)

468 x 60 Full Banner
Position 3, Top
\$175 net (per issue)

468 x 60 Full Banner
Position 4, Top
\$175 net (per issue)

120 x 300
Jr. Skyscraper
Position 2
\$175 net
(per issue)

120 x 600
Full Skyscraper
Position 9
\$237 net
(per issue)

468 x 60 Full Banner
Position 5, Middle
\$143 net (per issue)

468 x 60 Full Banner
Position 6, Middle
\$143 net (per issue)

120 x 600
Full Skyscraper
Position 10
\$237 net
(per issue)

468 x 60 Full Banner
Positions 7 and 8, Bottom
\$89 net (per issue)

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