

EASTBAY® CATALOG BLOW IN BIND IN

PREPARE TO WIN

Reach today's competitive athletes... an exploding market segment claiming significant recognition! Eastbay is the leader in "high-end" performance-driven products for the serious athlete. Their unmatched selection, including many exclusive product offers and dedicated customer service make Eastbay the destination point for athletes setting the trends. Reach the professional, as well as, amateur consumers interested in walking, running, soccer, basketball, lacrosse, wrestling, baseball, football, skateboarding and more.

Circ/Rate

Annual Circ: 60,000,000
CPM: \$35/M
Catalog mails apx. monthly

*Pricing based on max weight of .10oz
Mail Schedule details provided only upon approval of offer.

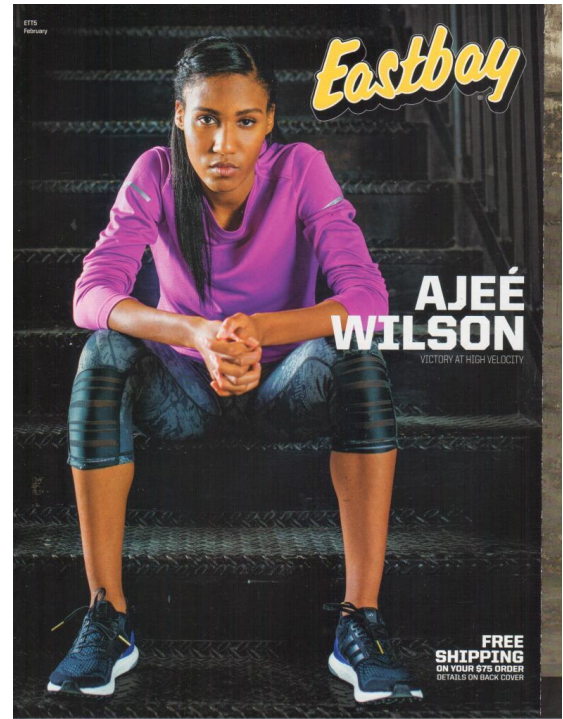
Specifications

Minimum Test: 200,000
Max. Size: 4.9375" x 6.5"

*7pt Stock or 78# hi bulk
There will be a spec. fee to pieces that do not fall within parameters

*2 panel card is max that can be inserted.
Actual samples required with all clearances for approval

Catalog accepts Blow-Ins and Bind ins.
No credit card offers.



www.eastbay.com

Printing can be provided – call or e-mail for quote.

Customer Profile

Please inquire regarding additional demographic details.

Additional Information

All cancelled orders will incur a \$100 flat fee. Full insertion fees apply if order is cancelled within 90 days of mail date. Broker commission is 15%. Shipping address and labeling instructions will be provided with order acknowledgment.

Other media available: package inserts, sampling. Also blow ins into Eastbay Team Services BI



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MARKETING
GROUP**

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