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BIRCHLAND MARKET CATALOG BLOW-INS

Birchland Credit makes it easier than ever to indulge family, friends and themselves in delicious choices! Granting In-House Credit and Deferred Billing, BIRCHLAND MARKET allows customers to Snack Now, Pay Later! Specializing in delicious candies, cakes, peanuts, popcorn, dairy cheeses, fabulous smokehouse meats, and desserts, BIRCHLAND MARKET offers exquisite fare for every occasion.

SEGMENTS

2,146,022 TOTAL UNIVERSE / BASE RATE
247,946 2017 Big Book 8 x 10 Catalog Blow-in - 11/16/2017 - 2 slots
1,898,077 2017 Big Book 8 x 10 Catalog Blow-in - 11/27/2017 - 2 slots
485,328 2018 Slim Jim Blow-In - 1/3/2018 - 1 slot
411,328 2018 Slim Jim Blow-In - 4/16/2018 - 1 slot
314,328 2018 Slim Jim Blow-In - 5/25/2018 - 1 slot

PRICE ID NUMBER

\$35.00/M NextMark **481015**
\$35.00/M Manager **24075**
\$35.00/M **UNIVERSE**
\$35.00/M **2,146,022**
\$35.00/M **LIST TYPE**
\$35.00/M **Consumer**



DESCRIPTION

The BIRCHLAND MARKET catalog features delicious candies, cakes, popcorn, peanuts, cheese, meats and gift items - all priced at a great value. BIRCHLAND'S easy house credit allows the installment buyer the best terms for their purchases. The average age ranges between 45-64 and the average income ranges between \$25K-\$50K.

SOURCE

DIRECT MAIL
(CATALOG)
INTERNET

LIST

MAINTENANCE

Counts **08/14/2017**
through
Last **08/14/2017**
update
Next **10/16/2017**
update

SELECTS

2017 Total Slots
Schedule

GEOGRAPHY

USA

UNIT OF SALE INFORMATION

Average: **\$100**

GENDER PROFILE

Male: **18%**
Female: **79%**

AVERAGE INCOME

Dollar: **\$50,000**

MINIMUM ORDER

Quantity: **100,000**
Dollar: **\$**

NET NAME ARRANGEMENTS

**Net Name is not
allowed.**

EXCHANGES

**Exchange is not
allowed**

KEY CODING

**Key Coding is not
available**

Material Ship-To:

BIRCHLAND
MARKET
Blow-In
Program
Ship-To:

RR
Donnelley/LSC,
Attn: Kenneth
VonEbers, 1300 Sauk
Ave., Baraboo, WI
53913

BIRCHLAND MARKET CATALOG BIG BOOK BLOW-IN AVAILABILITY - 2nd Half 2017

11/16/17 **11/27/17**

Book Size	8' X 10'	8" x 10"
Pages - 2 versions	80/56	80/56
Quantity	247,946	1,898,076
Slots Available	2	2

BIRCHLAND MARKET CATALOG SLIM JIM BLOW-IN AVAILABILITY - 1st Half 2018

1/3/2018 **4/16/2018** **5/25/2018**

Book Size	6" x 10.5"	6" x 10.5"	6" x 10.5"
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Pages	44 pages	44 pages	44 pages
Quantity	485,328	411,328	314,328
Slots Available	1	1	1

Single page cards: 7 pt stock or #78 HB unctd, #80 coated

Folded inserts: 50# (must be coated), caliper maximum .008, 4-8 pages max

Sizes

Big Book (7.875" x 10.5"):

- Minimum: 3.5" x 5"
- Maximum: 6" x 6"

Slim Jim (6" x 10.5"):

-Only sizes that can be accepted:

- 3.5" x 5"
- 3 5/8" x 5"

All reservations must be fulfilled 8 weeks prior to the "need by date" with one of the following: Order placement, confirmation of reservation in writing, or cancellation of reserved space in writing. Failure to do so may result in forfeit of reserved space and full charges for the entire space reserved. Key codes must be provided a minimum of 6 weeks prior to distribution.

All offers must be pre-cleared by the list owner. Sample piece is required for approval.

Space in these programs can only be confirmed and held with a purchase order. A \$100.00/F cancellation charge and full insertion charges apply if the order is cancelled within 120 days of the insertion date.

For the quickest, most efficient service when sending in your orders, clearance requests and count requests please direct them to our comprehensive email address: orders@adrearubin.com.

DIMENSIONS

- Maximum Size: 6" x 6"
- Minimum Size: 5" x 3 1/2"
- Oversized: No
- Maximum Weight: Less than 1/4 ounce

- Overweight: No
- Maximum Inserts: 2

ADDITIONAL NOTES

Shipping Information: RR Donnelley/LSC, Attn: Kenneth VonEbers, 1300 Sauk Avenue. Baraboo, WI 53913. (608) 355-3678

PROFILE

2017 Total Slots Schedule

11/16/17 Big Book - 2 available	247,946	
11/27/17 Big Book - 2 available	1,898,076	
1/3/2018 Slim Jim -1 available	485,328	
4/16/2018 Slim Jim - 1 available	411,328	
5/25/2018 Slim Jim - 1 available	314,328	

CONTACTS

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