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Complements By Anthony Richards Package Insert Program (PIP)

SEGMENTS

60,000	TOTAL UNIVERSE / BASE RATE	\$60.00/M
5,000	Est. Monthly Package Counts	\$60.00/M

DESCRIPTION

Complements by Anthony Richards from AmeriMark, where value is always in style! This digest-sized catalog showcases the best in comfort, brand names and hard to find sizes in ladies footwear. You'll find fashionable dress, casual, athletic and lounging footwear and complementary handbags, all reasonably priced. This program should work well for offers of jewelry, apparel, home decorating, books, insurance, and credit card offers. Additional Demographics: 55% married, 75% homeowners

General Comments:

-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.
-Inserts due 4 weeks prior to insertion start date and are pre-collated.
-All pieces received will be inserted and invoiced - broker must instruct printer not to send overage.

DEMOGRAPHICS/PROFILE

Women	95%
Men	5%
Average Income	\$30,000

SOURCE

Catalog
Direct mail sold

GENERAL COMMENTS

All shipments must be packed in convenient cartons - no bulk pack, no gaylords. Shipments improperly packed will be refused. Any redelivery charges will be at the mailer's expense. All cartons must be clearly marked with quantity per carton, total number of cartons per shipment, total quantity per shipment, key code, mailer name and program name. All material must be shipped prepaid. If inserts are not received on time, insertion dates will not be guaranteed. Infogroup reserves the right to cancel any order upon 60 days written notice prior to the insertion date without penalty. Infogroup requires a cancellation notice 120 days prior to the mail date or full insertion charges may be incurred. Mailer is responsible for a \$150/L cancellation fee on all cancelled orders. Payment is due 30 days from invoice date. All quantities are based on projected distribution. Owner makes no warranties, representations or guarantees regarding insertion dates or quantities. Owner reserves the right to modify or delay insertion numbers and mailing dates. Owner shall not be liable for any delays in delivery of package inserts and is not liable for any special, direct, indirect, incidental or consequential damages, including, but not limited to, loss of income or loss of profits, rising out of or relating to this insertion order. This program does not allow first right of refusal. Overweight and hand insertion charges are not commissionable. NEITHER INFOGROUP NOR THE PROGRAM OWNER GUARANTEES THAT INSERTION QUANTITIES WILL BE MET. WE ASSUME NO LIABILITY FOR PIECES NOT DISTRIBUTED ON TIME DUE TO FLUCTUATIONS IN SALES, CHANGES IN MAIL DATES OR CIRCULATION QUANTITIES. INSERTION DATES FOR TIME SENSITIVE PIECES CANNOT BE GUARANTEED.

PRICING

ID NUMBERS

DMI NUMBER	
NEXMARK NUMBER	229179
MIN NUMBER	135243

LIST TYPE

Consumer

CURRENCY

US DOLLAR

GENDER

MALE	5%
FEMALE	95%

UNIT OF SALE

Average: **\$46**

INCOME

\$30,000

MINIMUM ORDER REQUIREMENTS

NAMES:	25,000
DOLLARS:	\$

COUNTS THROUGH

01/31/2017

CARD UPDATED

05/04/2017

UPDATE CYCLE

ANNUALLY

NEXT UPDATE

11/30/2017

DIMENSIONS

- Maximum Size: 5 1/2" x 8 1/2"
- Minimum Size: Inquire
- Oversized: Inquire
- Maximum Weight: 1/4 ounce
- Overweight: Inquire
- Maximum Inserts: 10

Terms:

15% Commission to Recognized Brokers

CONTACT

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Order/Count Contact

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