

**MINI
CATALOG
MARKETING**

Web Direct Marketing

“MINI CATALOG MARKETING
for cost effective new
customer acquisition using
targeted alternative media”

MINI CATALOGS

A promotional device designed to generate an **ORDER** for both *consumer and B-2-B* catalogers

for Statement Enclosures in 1st Class mailed media



PACKAGE INSERT PROGRAMS (PIP)



Highly Promotional

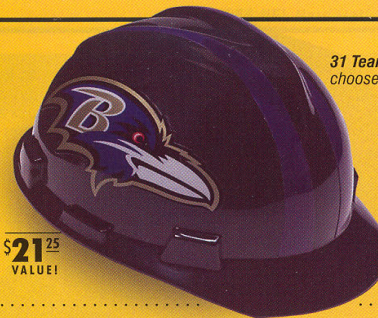
**LAB SAFETY
SUPPLY**®

www.labsafety.com

Order Today
Look Inside Now!

- Janitorial
- Lockout Tagout
- Carts
- Cabinets
- Safety Supplies and More!

Call to Order:
1-800-356-0783



31 Teams to
choose from!

\$21²⁵
VALUE!

**Get a Free hard
hat with your
first \$50 order!**

Hurry, offer expires Dec. 31, 2001.



**Eagle® Modular
Spill Containment
Platforms**

- Modular units
interconnect to
form multiple
configurations
- Blow-molded,
high-density
polyethylene
- Meet EPA second-
ary containment
regulations for
30-gal. drums or
smaller



Special Pricing
Expires 12-31-01.

No.	Platform	H x W x D	Cap. (lbs.)	Cap. (gal.)	lbs.	Each	SALE!
MW-64617	Two-Drum	6½ 28¼ 51½	5000	30	34	148.00	93.50
MW-64618	Four-Drum	6½ 52½ 51½	10,000 (5000/platform)	60 (30/platform)	65	198.00	168.30
MW-35597	Ramp	8 32 45½	1500	—	32	127.20	108.15

Call to Order: 1-800-356-0783

**LAB SAFETY
SUPPLY**

Incentive to act...



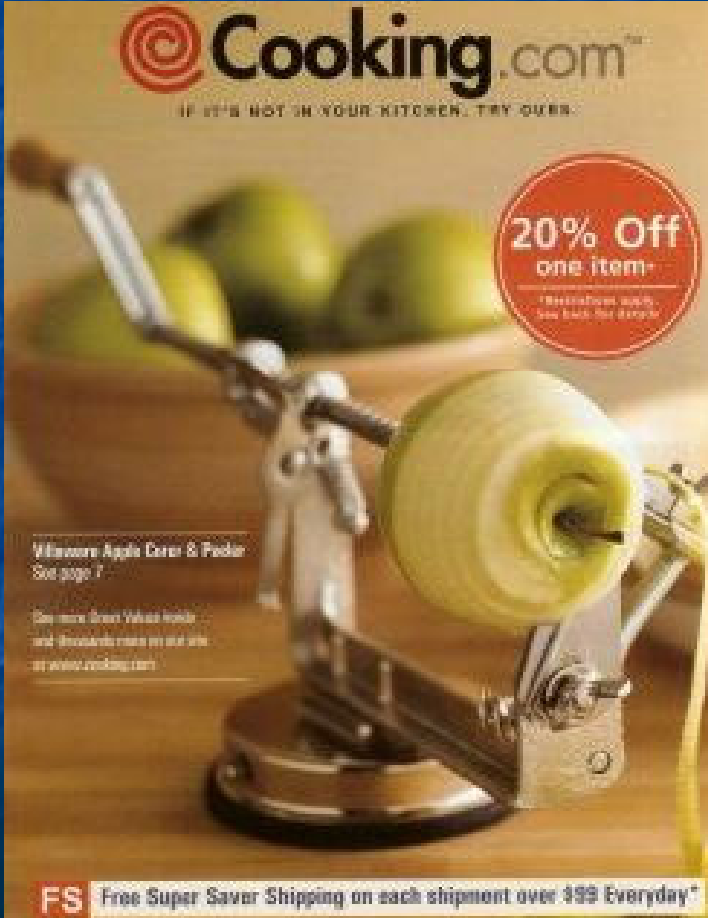
Figis
Gifts in Good Taste®
Since 1944


6 Surprise Gifts
FREE
with any order!



**NO PAYMENT UNTIL
FEB. 14, 2003!**
0% APR INTEREST
With credit approval
see your order form for details.

order online www.figis.com



 **Cooking.com™**
IF IT'S NOT IN YOUR KITCHEN, TRY OURS.

20% Off
one item*
*Restrictions apply
see back for details

Vitavore Apple Corer & Peeler
See page 7

See more Great Value deals
and discounts online on our site
at www.cooking.com

FS Free Super Saver Shipping on each shipment over \$99 Everyday*

Motivate

**Staples
Business Delivery™**
Fast. Easy. Reliable.



**Fast and Free delivery
on orders over \$50!***

*Most office supply orders shipped within 24 hours when placed Monday-Friday by 5:00 pm

September-December 2002

STAPLES

**Great low
prices!**

SAVE

\$40 off your first
delivery order
of \$200 or more

or

\$20 off your first
delivery order
of \$100 or more

See back cover for details.

PRICES GUARANTEED THROUGH JANUARY 31, 2003

CALL 1-800-333-3330 | FAX 1-800-333-3199 | CLICK www.staples.com

**Staples
Business Delivery™**
Fast. Easy. Reliable.



**Fast and Free delivery
on orders over \$50!***

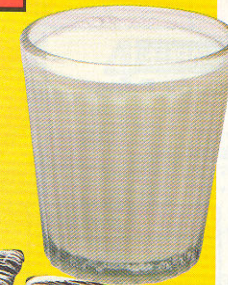
*Most office supply orders shipped within 24 hours when placed Monday-Friday by 5:00 pm

September-December 2002

STAPLES

**Great low
prices!**

FREE
**Chocolate
Graham
Cookies**
with \$100 minimum
purchase!

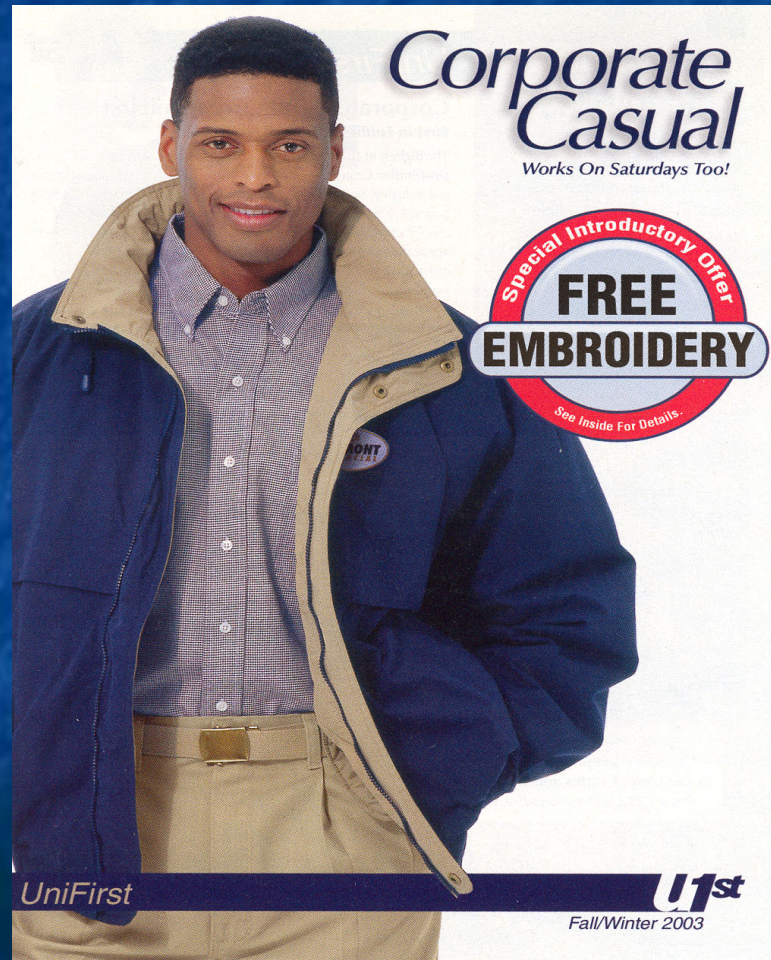


Limit 1 per
customer.
While supplies last.
See back cover
for more details.

PRICES GUARANTEED THROUGH JANUARY 31, 2003

CALL 1-800-333-3330 | FAX 1-800-333-3199 | CLICK www.staples.com

Feature your best selling products from your big book



*Corporate
Casual*
Works On Saturdays Too!

Special Introductory Offer
**FREE
EMBROIDERY**
See Inside For Details.

UniFirst **U1st**
Fall/Winter 2003

As Magazine Bind-Ins, Tip-Ins and Onserts



COST EFFECTIVE

Print and mail your offer in an 8 to
24 page, 4 color MINI CATALOG
for

just 10 to 20 cents each

“What response rate can I get?”

- Expect 50 to 60% of your big book
- For about 30% of the in-the-mail cost

**A PROSPECTING COMPARISON
A “Big Mini” Prospecting Effort
Compared to a Traditional
Catalog Prospect Mailing***

	A “Big Mini” Prospecting Program	A Traditional Catalog Prospecting Program
Budget	\$100,000	\$100,000
Cost per catalog in the mail	17¢	60¢
Number of catalogs mailed	590,000	167,000
Number of orders generated per M	6	10
Average order size	\$75	\$100
Total new customers generated**	3,540	1,670
Total sales generated	\$265,500	\$167,000
Marketing cost as a percent of sales	37%	60%
Profit or cost per new customer***	+\$9.25	-\$9.88

*An assumption.

**This is the heart of the program. It generates over twice the number of customers for the same investment.

***Assuming a 50% gross profit.

Life Time Value

Customers you'll acquire from the
MINI CATALOG have the

SAME LIFE TIME VALUE

as new customers acquired from your full
size catalog!!!!!!!!!!

The **ONLY**
purpose of the
Mini Catalog is to
Get an ORDER