

Survey of Major Yellow Pages Advertisers *

Advertising Specialties (Promotional Products)

Comparative Ad Analysis for _____

Primary Products & Services Offered:	Graphic Design/Art Services Digital & Screen Printing Offset Printing/Hot Stamping Special Events Pens and Pencils/Scratch Pads Tee Shirts/Polo Shirts Sweatshirts/Tote Bags Jackets/Team Uniforms Calculators/Mouse Pads Phone Cards Cast Metal Figures Packaging/Shrink Wrap/Fulfillment Logos/Buttons/Badges/Pins/Aprons/Towels Trophies/Plaques/Medallions Signs/Signage Coffee & Beer Mugs / Glassware SHOP ONLINE Motivation/Corporate Awards Trade Shows/Company Parties Create & Run Online Store Programs EXTENSIVE LISTS OF ITEMS Photo Imprints	Lighters/Matchbooks Awards/Unique Awards Promotional Items Lasering / Engraved Signs Incentive Programs License Plate Frames Pennants/Banners/Flags Packaging/Gift Wraps Balloons Beverage Can Holders Stationery/Invitations Glasses/Crystal/Etching Portfolios/Wallets (Custom) Embroidery / Patches Sunglasses / Golf Balls “Creative Marketing Concepts” Sport Water Bottles Business Gifts / Calendars Plastic & Metal Engraving Co-op Programs Benefits – Influence Decision-makers, Recognition, etc.	Binders/Bags Business Cards/Name Tags Sport/Water Bottles Key Tags/Magnets Flashlights Entertainment Apparel Custom Jewelry Lucite Embedments Bumper Stickers Hats/Caps/Visors Fanny Packs/Backpacks Clocks/Watches/Fans Wrapped Gifts Luggage/Umbrellas Memo Boards Desk Sets/Paperweights Brochures/Greeting Cards “Our Product or Yours” Custom Logo Creation Acrylic Awards Ongoing Fulfillment Programs Office Tools/Giftware/Gadgets
Confidence Factors:	Years in Business Nationwide Sales Free Consultation In-House Graphic Design Dept. Specialty – Golf Outings, Restaurants, etc. EMPHASIS – “ON TIME”	Recognition Programs (Award-Winning) Art Department Large Order Specialty “Thousands of Creative Ideas” Some Brand Names – 3M, etc.	Quality Products Quick Turnaround Competitive Prices Number of Products "No Minimums"
Convenience Factors:	Toll-Free/Fax Number Web Site Address E-Mail Address Order Online Online Catalog	Free Catalog/Brochure On-Time Delivery / Rush Service Display Center/Showroom International Dealer On-Site Consulting	Inducement to Visit Website Credit Cards “Thousands of Items to Choose From”
Special Services or Extras:	Warehousing & Fulfillment Unusual Artwork Applications Foil Stamping Door-to-Door Flyer Delivery	Events/Programs Specified: Safety Improvement, Sales Meetings, Trade Shows, etc. Military Supplier	Other Items Not Listed Above Tools, Business Forms, Coasters, Index Tabs, etc.
Typical Related Headings:	Badges Signs	Bags – Specialty	Advertising – Direct Mail

* A National Survey of B-to-B and consumer Yellow Pages in NY, Cal., Col., Ill., NJ, Penn., Ohio, and Texas.
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