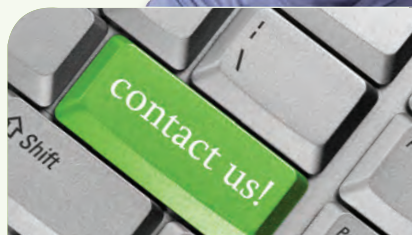


1

## “Make a Lasting Impression”

- ✓ Innovative Brand Marketing Program
- ✓ Increase Brand Loyalty
- ✓ Up To Tens of Thousands of Impressions for Pennies a Month
- ✓ 7.2 Years Average Ownership
- ✓ Cost Effective
- ✓ Build Customer Trust
- ✓ Drive Traffic
- ✓ Generate Awareness
- ✓ Build Profitable, Long-Term Customer Relationships
- ✓ 500+ Titles Available to Precisely Target your Markets



**IMPACT GUIDES™**  
A PERMACHARTS COMPANY

CDN: 13-163 Buttermilk Ave, Concord, ON L4K 3X8  
US: 616-60 Industrial Pkwy, Cheektowaga, NY 14227  
Tel: 905-660-1756 • Fax: 905-660-1604  
Toll Free: 1-800-387-3626  
Email: [impactguides@permacharts.com](mailto:impactguides@permacharts.com)

[www.impactguides.com](http://www.impactguides.com)

# 2

**ImpactGuides™** was started with one purpose in mind: to create a unique and innovative brand marketing program.

ImpactGuides™ is a specialty brand marketing company with its strength and reputation firmly centered in long-term branding for businesses. We take great pride and go to great lengths to ensure every title we publish is the best in its class.

ImpactGuides™ are all about associating your company with useful information your clients will use over and over again. The goal of every ImpactGuide is to be an indispensable, every day, quick reference tool that your customer will keep and refer to for years. Our team of experienced writers, subject experts and designers are continually on the lookout for better ways to present key concepts, tips, tricks and shortcuts on just about any subject or area of interest.

With an average ownership of **7.2 years**, you now have the ability to generate up to tens of thousands of distinct views of their brand and marketing message for only pennies per month.

#### Some of our key clients and partners include:

Barnes & Nobles, Wal-Mart, Ekerds, Chapters, Morgan Stanley Dean Whitter, Video Professor, Books-A-Million, Thompson Publishing, Follets, The US Government, Abbot Laboratories, Boehringer Ingleheim, Canadian Government, Miller Beer, Harvard University, Canadian Pharmaceutical Association, University of California, Learning Services, United States Naval Academy, Alberta Health Services, Tula Hot Yoga, Aldrich Chemical Company, Hippocrates Health Institute, e3Live, Healthier Living for You, Hot Yoga Wellness, Knowledge Products, NATCM, Pine Valley Wellness Centre, RawNutrition.ca, Sagee, Whole Body Healing, Construction Services, Seneca College, Medieval Times, Augustana College, Thompson Nelson.



# Marketing

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## Breaking Through To Your Customers... A Brave New World

Your customers are more sophisticated, more knowledgeable and more demanding than ever before. They're busy, overworked and short on time. Reaching and influencing customers is becoming an increasingly tough nut to crack.

### What's an advertiser to do?

You need to sell your product or service but your customers are unresponsive to your attempts to reach them. You pepper them with flyers, newspapers ads and direct mail but your costs go up and response remains flat. The solution is to take a long-term, high-impact approach. You need to apply your marketing budget towards becoming your customer's best friend, a household name, someone they would happily refer you to friends and colleagues.

### Long-term brand marketing

Long-term brand marketing is one of the best ways to reach and influence today's time challenged customer. The principle is simple but proven over the years to be very effective: the more your customers are exposed to your brand, the more comfortable and familiar they feel about doing business with you. Each impression you make helps to melt away their resistance, bit by bit. It's this sense of comfort and trustworthiness achieved over time that will get your customers to choose you over your competitors.

### How do I know long-term brand marketing will work for me?

Big Business spends billions every year, year after year, on long-term brand marketing and you know that they wouldn't spend it unless it worked. Now with powerful coop advertising products like ImpactGuides™, your business can enjoy the same incredible benefits for only a fraction of the cost. By combining your advertising dollar with like-minded businesses you can reduce your monthly participation to pennies per month while improving the long-term visibility of your brand and message.



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# THE IMPACTGUIDES PROGRAM

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**ImpactGuides™** are a highly effective, high-impact brand-marketing product specifically designed to keep your customer's attention, day-in and day-out, year after year. Your brand and message – strategically placed alongside indispensable tips, tricks and shortcuts – will always be on display generating up to tens of thousands of impressions over the life of the ImpactGuide™.

ImpactGuides™ are an innovative marketing concept based on a proven retail product line with a **30+ year successful track record**. Each ImpactGuide™ implementation focuses on a subject or area of interest that directly caters to the needs and wants of your customers and prospects. Titles such as Kitchen Math and First Aid for the general consumer. Or, software and professional development titles for the business user. With over **500 titles and 23 subject categories** to choose from, the possibilities are endless.

Each ImpactGuide™ consists of two virtually indestructible laminated pages connected by our proprietary Clearkote™ Lay-Flat Slotted Hinge. Brand advertising is optimally positioned alongside the content so as to always be visible to the reader. This delicate balance between advertising and content is one of the reasons why customers keep, use and value ImpactGuides™ for so many years. The average ownership of an ImpactGuide is a whopping **7.2 years!**

ImpactGuides™ is a co-op brand-marketing program. Like-minded advertisers that share a common goal for affordable long-term brand marketing are brought together for mutual benefit. Because each ImpactGuide™ Super Quick Reference Guide is compact and user friendly, your brand won't get lost, forgotten or discarded like it would with other advertising solutions. Long-term co-op brand marketing with ImpactGuides™ is one of the most **cost effective** branding solutions available today. For only pennies per month you can have your brand prominently and permanently displayed in front of your target audience.



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




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## Advertising Rates:

ImpactGuides™ are laminated quick reference guides that enable the reader to learn, reference or review a subject in 5-10 minutes or less. They are the perfect information tool for busy people who need answers fast. Impactguides expertly condense a subject to its most valuable tips, tricks, shortcuts and key concepts.

ImpactGuides consist of two, letter-size laminated pages (4 sides total) connected in the middle by a proprietary Clearkote™ Lay-Flat Slotted Hinge. Every ImpactGuide is encased in commercial grade plastic lamination that is waterproof, tear proof, scratch and crease resistant. ImpactGuides are durable and versatile. They come with an industry exclusive limited lifetime warranty against peeling and delaminating. The average ownership of an ImpactGuide is 7.2 years, with many users reporting ownership of over 25 years!

| BANNER CODE | BANNER SIZE   | DIMENSIONS MM (INCHES)   | BANNER UNIT PRICE | CPM   |
|-------------|---|--------------------------|-------------------|-------|
| QB          |  Quarter Banner | 54 x 38<br>(2.125 x 1.5) | \$0.20            | \$200 |
| HB          |  Half Banner   | 108 x 38<br>(4.25 x 1.5) | \$0.35            | \$350 |
| FB          |  Full Banner   | 216 x 38<br>(8.5 x 1.5)  | \$0.60            | \$600 |

- Front Cover Premium : add 25%
- Back Cover Premium : add 15%
- Additional Copies : \$3.95

## Artwork:

- We can accept the following file formats: EPS, TIFF (hi-res) and PDF (press quality)
- The artwork should have a bleed of 4mm
- Creative design of your banner ad (\$150 + Value) is included as long as you supply your logo/brand in camera ready condition
- Submit digital artwork files to [artwork@permacharts.com](mailto:artwork@permacharts.com)



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# IMPACTGUIDES ORDER FORM

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Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ Province/State: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_  
 Contact: \_\_\_\_\_ Email: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Distribution Name: \_\_\_\_\_ Distribution Date: \_\_\_\_\_  
 Title(s) Distributed: \_\_\_\_\_  
 Sales Rep: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Rep Email: \_\_\_\_\_

Payment Type:           Other: \_\_\_\_\_  
 Name on Credit Card: \_\_\_\_\_ Exp Date: \_\_\_\_\_  
 Credit Card #: \_\_\_\_\_ Security Code: \_\_\_\_\_

|   |   |  |
|---|---|--|
| 1 | Select Banner size: <input type="checkbox"/> Quarter (\$0.20) <input type="checkbox"/> Half (\$0.35) <input type="checkbox"/> Full (\$0.60) |  |
| 2 | Select Placement: <input type="checkbox"/> Front (+25%) <input type="checkbox"/> Back (+15%) <input type="checkbox"/> Inside (No Premium)   |  |
| 3 | Distribution quantity   |  |
| 4 | Banner unit price   |  |
| 5 | <b>Banner Ad cost (line 3 x line 4)</b>   |  |
| 6 | <b>Premium Placement cost (line 5 x Premium %)</b>  |  |
| 7 | Extra copies quantity   |  |
| 8 | Extra copies cost (line 7 x \$3.95)   |  |
| 9 | <b>TOTAL (line 5 + line 6 + line 8)</b>   |  |

\*Taxes extra where applicable.

**Terms:** 50% is due upon signing of this advertisement insertion order and will be charged to your credit card or payable by check; remaining 50% is due 30 days before the distribution date.

**General Conditions:** All banner ads are accepted based on the assumption that the advertiser/agency has the authority to place such advertising. ImpactGuides™ shall not be liable for any claims based on content or subject of advertisements. ImpactGuides™ assumes that an advertiser has secured the right to use any photographic images, as well as the consent of any person(s) who may be pictured. All advertising material is subject to approval. ImpactGuides™ reserves the right to reject or cancel any advertising for any reason at any time, without liability. Rates are subject to change upon notice from ImpactGuides™. Advertisers and their agencies are jointly and severally liable for payment of advertising space ordered and/or published, production charges and any collection or legal costs incurred.

By signing this insertion order form, you agree to and are responsible for all of the above.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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