

PREMIUM, INCENTIVE & TRAVEL BUYERS

The Salesman's Guide directories are published annually by Douglas Publications. They represent the fastest and easiest way for professionals to reach new potential customers. The Salesman's Guide - Premium, Incentive & Travel Buyers file gives you access to verified executives at companies across the U.S. These business professionals are presidents, owners, managers and other decision-makers who select, plan and/or coordinate incentive programs for their companies. Douglas Publications recommends this file for a wide variety of offers including management publications, educational products, travel, seminars, office products & services, financial, computers, cellular & internet providers, and related catalogs.

Type of Premium/Incentive:

Corporate Gift & Awards-----	10,500
Sales Incentives-----	10,208
Incentive Travel-----	3,772
Dealer Incentives-----	5,605
Direct Premium-----	6,517
Contests & Sweepstakes-----	5,466
Traffic Builders-----	2,835
Self Liquidators-----	1,912
Container Premium-----	561
Ad Specialties-----	10,717
New Account-----	901
Safety Incentives-----	331

Annual Dollars Spent on Premiums/Incentives:

Less than \$10,000-----	3,304
\$10,000 - \$50,000-----	2,992
\$50,000 - \$100,000-----	1,658
\$100,000 - \$500,000-----	1,444
\$500,000 - \$1 million-----	462
More than \$1 million-----	803

Average Incentive Travel Group Size:

Under 50-----	2,506
50-100-----	870
100-200-----	686
200-500-----	489
Over 500-----	195
Varies -----	1,488

ADDITIONAL INFORMATION

— Minimum Order —

5,000 Names

— *Selections* —

15,825 Total Universe \$100/M
Multi-Use \$280/M
Phone Number \$30/M
Type of Premium/Incentive . . \$15/M
Annual Dollars Spent \$15/M
Travel Group Size \$15/M
Industry \$15/M
Geo \$5/M
E-mail Blast..... \$375/M

— *Format* —

E-mail (text or Excel file) . . . \$65/F
CD \$50/F

-*Source*-

— Direct Response

— Updated Quarterly

— Sample mailing piece is required—

— Cancellation —\$10/M + \$50 Flat Fee

— Cancellation After Mail Date Requires Payment in Full

— List may vary by 10%-15%

To place an order or if you have specific inquiries contact Amy Lehr at
1-804-762-9600 ext.212 or alehr@douglaspublications.com



2807 N. Parham Rd., Ste 200 • Richmond, VA 23294 • 804-762-9600 •
Fax: 804-217-8998 www.douglaspublications.com