

2007 Aprilaire Co-op Advertising Tools & Pricing

CATEGORY	FORM #	DESCRIPTION	Quantity 1000-5000		Quantity 5001-10000		Quantity 10001- 20000	
			Bulk Shipped	Mailed	Bulk Shipped	Mailed	Bulk Shipped	Mailed
Direct Mail - customized *								
	225	Humidifier PostCard (<i>Goldie</i>)	0.25	0.50	0.20	0.45	0.15	0.40
	231	Humidifier PostCard (<i>Static</i>)	0.25	0.50	0.20	0.45	0.15	0.40
	232	Humidifier PostCard (<i>Itchy</i>)	0.25	0.50	0.20	0.45	0.15	0.40
	2298	Air Cleaner PostCard (<i>Little Girl</i>)	0.25	0.50	0.20	0.45	0.15	0.40
	2316	Air Cleaner PostCard (<i>Is she sick...?</i>)	0.42	0.66	0.31	0.56	0.29	0.54
	2317	Air Cleaner PostCard (<i>...site for sore eyes?</i>)	0.42	0.66	0.31	0.56	0.29	0.54
	815	Dehumidifier PostCard (<i>Man in Chair</i>)	0.25	0.50	0.20	0.45	0.15	0.40
	820	Dehumidifier PostCard (<i>It's not the heat...</i>)	0.42	0.66	0.31	0.56	0.29	0.54
	821	Dehumidifier PostCard (<i>Smelly Basement</i>)	0.42	0.66	0.31	0.56	0.29	0.54
	123	Humidifier Reminder PostCard - Water Panel Replacement	0.15	0.40	0.12	0.37	0.10	0.35
	2245	Air Cleaner Reminder PostCard - Media Replacement	0.15	0.40	0.12	0.37	0.10	0.35
Newspaper Inserts - customized *								
			Bulk Shipped		Bulk Shipped		Bulk Shipped	
	226	Humidifier Newspaper Insert (<i>Goldie</i>)	0.06		0.05		0.04	
	235	Humidifier Newspaper Insert (<i>Static</i>)	0.06		0.05		0.04	
	2299	Air Cleaner Newspaper Insert (<i>Little Girl</i>)	0.06		0.05		0.04	
	2315	Air Cleaner Newspaper Insert (<i>Is she sick...?</i>)	0.06		0.05		0.04	
	816	Dehumidifier Newspaper Insert (<i>Man in Chair</i>)	0.06		0.05		0.04	
	822	Dehumidifier Newspaper Insert (<i>It's not the heat...</i>)	0.06		0.05		0.04	
	824	Dehumidifier Newspaper Insert (<i>Smelly Basement</i>)	0.06		0.05		0.04	
In-Home Sales Tools - customized *								
			Bulk Shipped		Bulk Shipped		Bulk Shipped	
	227	Humidifier While I'm Here Flyer (<i>Goldie</i>)	0.06		0.05		0.04	
	233	Humidifier While I'm Here Flyer (<i>Static</i>)	0.06		0.05		0.04	
	234	Humidifier Assessment Sell Sheet	0.06		0.05		0.04	
	2300	Air Cleaner While I'm Here Flyer	0.06		0.05		0.04	
	2314	Air Cleaner In-Home Quote Form	0.06		0.05		0.04	
	2163	Trifold Healthy Home Checklist	0.06		0.05		0.04	
	2154	Healthy System Review Brochure/Checklist-min 500	0.80		0.60		0.50	
Newspaper Ad Slicks								
	220	Humidifier	No Charge					
	2270	Air Cleaner	No Charge					
	2318	Air Cleaner (<i>Is she sick...?</i>)	No Charge					
	812	Dehumidifier	No Charge					
Radio Advertising								
	2155	Radio Commercial and Scripts CD (Humidifier, Air Cleaner, Dehumidifier)	No Charge					
TV Commercial								
	207	Humidifier "Beta" TV Tape (<i>we see</i>)	No Charge					
	217	Humidifier "Beta" TV Tape (<i>very dry</i>)	No Charge					
	2292	Air Cleaner EAC "Beta" Tape (<i>household journey</i>)	No Charge					
	5040	Zoned Comfort Control TV Tape (<i>too hot/too cold</i>)	No Charge					
	229	Humidifier DVD (<i>we see</i>)	No Charge					
	230	Humidifier DVD (<i>very dry</i>)	No Charge					
	2313	Air Cleaner DVD (<i>household journey</i>)	No Charge					
	5043	Zoned Comfort Control DVD (<i>too hot/too cold</i>)	No Charge					
POP/ Display								
	75	All Model Air Cleaner Display						
	827heat	Dehumidifier Display - Comfort Message						
	827basement	Dehumidifier Display - Basement Message						
	86	Better Air Display			please			
	87	Ventilation ERV Display			call			
	88	Thermostat Counter Display			for			
	89	Thermostat Model 8300 Display			availability			
	96	Humidifier Display						
	2176	"Indoor Air Quality In Your Home" Interactive CD						
Consumer Product Literature - available imprinted								
			Non-Imprinted		Imprinted			
					1st 100		per additional 100	
	186	Humidifier Consumer Brochure (<i>All Models</i>)	No Charge		\$35.00		\$3.00	
	242	Humidifier Consumer Brochure (<i>Manual Models</i>)	No Charge		\$35.00		\$3.00	
	2289	Air Cleaner Consumer Brochure (<i>All Models</i>)	No Charge		\$35.00		\$3.00	
	2311	Air Cleaner Consumer Brochure (<i>Model 5000</i>)	No Charge		\$35.00		\$3.00	
	800	Dehumidifier Consumer Brochure	No Charge		\$35.00		\$3.00	
	5035	Zoned Comfort Control Consumer Brochure	No Charge		\$35.00		\$3.00	
	5560	8570 Thermostat Consumer Sheet	No Charge		\$35.00		\$3.00	
	187	Humidifier Stuffer	No Charge		\$35.00		\$3.00	
	2202	Air Cleaner Stuffer	No Charge		\$35.00		\$3.00	
	813	Dehumidifier Stuffer	No Charge		\$35.00		\$3.00	
	2100	All Product Stuffer	No Charge		\$35.00		\$3.00	
	1869	Humidifier Plenum Sticker	No Charge		\$35.00		\$3.00	
	2216	Air Cleaner Plenum Sticker	No Charge		\$35.00		\$3.00	
	141	Maintenance Reminder Plenum Sticker	No Charge		\$35.00		\$3.00	
	224	Humidifier Door Hanger	No Charge		\$35.00		\$3.00	
	2157	Humidifier/Air Cleaner Combo Door Hanger	No Charge		\$35.00		\$3.00	
	2297	Air Cleaner Door Hanger	No Charge		\$35.00		\$3.00	
	236	Humidity Control Facts - A to Z	No Charge		\$35.00		\$3.00	

* Direct Mail, Newspaper Inserts and In-Home Sales Tools are available at 50% off the above pricing with the use of your available Co-op funds.