



GROW

your humidifier business this fall

2011 FALL HUMIDIFIER PROMOTION

Aprilaire®

EARLY SIGN UP BONUS!

FREE MODEL 8600 TOUCHSCREEN THERMOSTAT

Shipped automatically with your completed, paid enrollment received by July 31st

Get 1,200 direct mail postcards for **ONLY \$250!**

Enhance your advertising efforts with affordable and effective direct mail.

Aprilaire has developed an easy to use direct mail campaign with proven results. We will mail these postcards to your mail list or to new customers including your customized information and logo!

Direct mail postcards:

2 separate postcards sent to 600 homes 10 days apart.

To sign up for this special, limited time offer, fill out and return the form on the reverse side to 608.310.6562 or promotions@aprilair.com, call 1.800.334.6011 or go to www.AprilairePromo.com

Internet ads:

- Matching ad on www.aprilair.com
- Consumer clicks on ad and gets your contact information emailed to them
- You receive an email with consumer's contact information

Sign up by August 31!

APRILAIRE WHOLE-HOME HUMIDIFIERS • DIRECT MAIL PROGRAM

SELECT LEVEL

LEVEL 1

\$250.00 (21¢/card)
PURCHASE 8 EVAP UNITS
OR 2 STEAM UNITS*

- Receive 2 drops of 600 postcards
- Receive leads from Aprilaire.com

LEVEL 2

\$350.00 (19¢/card)
PURCHASE 12 EVAP UNITS
OR 3 STEAM UNITS*

- Receive 2 drops of 900 postcards
- Receive leads from Aprilaire.com

LEVEL 3

\$450.00 (18¢/card)
PURCHASE 24 EVAP UNITS
OR 6 STEAM UNITS*

- Receive 2 drops of 1,250 postcards
- Receive leads from Aprilaire.com

LEVEL 4

\$550.00 (17¢/card)
PURCHASE 48 EVAP UNITS
OR 12 STEAM UNITS*

- Receive 2 drops of 1,600 postcards
- Receive leads from Aprilaire.com

LEVEL 5

\$650.00 (15¢/card)
PURCHASE 96 EVAP UNITS
OR 24 STEAM UNITS*

- Receive 2 drops of 2,200 postcards
- Receive leads from Aprilaire.com

CUSTOMIZATION

*Must take delivery in one shipment

OPTIONS

Coupon ONE: For Direct Mail and Internet

Installation of Aprilaire Humidifier

\$ _____ off **OR**

_____ % off **OR**

\$ _____ (installed price)

Coupon Expires: _____

Coupon TWO: For Direct Mail

Write Your Own Coupon** (Example: Complete System Install or System Clean & Check)

**Must be non-competitive products

_____ (offer)

_____ Coupon Expires: _____

Logo: Company name only Graphic logo - will email / mail (circle one) Graphic logo - on file (logo will be printed in black.)

Coupon Phone Number: _____
(if different than below)

Instructions for sending logo: Email your logo to: promotions@aprilare.com. We recommend these file formats: TIFF, EPS or JPG. Or mail camera-ready artwork to address below.

MAILING INFORMATION FOR DIRECT MAIL

MAILING

Direct Mail sent starting the week of:

- November 14
- November 28
- December 12
- _____ My Choice

Second drop mailed 10 days later. (Based on availability and preferred zip codes.)

Customer Mailing List

- Provide a list using my choices listed to the right.
- OR I will provide a list of my customers to Aprilaire.

Instructions for sending confidential mail lists:

Email your excel spreadsheet to: list@aprilarepromo.com. You must note **2011 Fall Mail List** in the subject line of the email and your company and contact information within the email.

Website Ad only: to add more than five zip codes to the Aprilaire banner ad, please add your additional zip codes on a separate piece of paper and send it in with this form or email an Excel file to promotions@aprilare.com.

Zip Code Choices (List 5 for matching demographics, also used for internet ads)

- #1 _____
- #2 _____
- #3 _____
- #4 _____
- #5 _____

Attach list of additional zip codes if desired

CONTACT INFORMATION (PLEASE PRINT CLEARLY - ALL FIELDS REQUIRED) DATE: _____

PLEASE PRINT

Company Name _____ Contact Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Email _____ Website _____ License # _____

(Required for email leads)

(Required in NJ, OH, TX, CA, CT, KY, PA)

PURCHASE/PAYMENT INFORMATION

PLEASE PRINT

Qty and Model # of Humidifiers _____ Distributor _____ PO# _____

Credit Card (circle one): Visa MasterCard AmEx Discover \$ _____ to charge Salesperson _____

Credit Card # _____ - _____ - _____ Exp: _____ Security Code _____ Check # _____

Name on Card _____ Signature _____

Billing Address Is Different Than Above Address: _____

City _____ State _____ Zip _____

Send or fax enrollment form and artwork (if necessary) to: Fall 2011 Promotion, Box 681134, Chicago, IL 60695-2134
Phone: 1.800.334.6011 Fax: 608.310.6562 Email: promotions@aprilare.com Offer expires 08/31/11