

# INTRODUCING THE INDEPENDENT DEALER 2012 Catalog Preview



Your best way to get word out to the dealers on the new products you'll be introducing in next year's wholesaler catalogs



## 2012 CATALOG PREVIEW ISSUES:

NOVEMBER	DECEMBER
<b>United Stationers</b> Space Deadline: 10/14 Material Deadline: 10/21	<b>S.P. Richards</b> Space Deadline: 11/15 Material Deadline: 11/23

### Issues include:

- Feature articles on “what’s new” in each of the major wholesalers’ 2012 catalogs
- Quarter-page mini ads that will run in each section and showcase your new products (see page 2)

### DISTRIBUTION:

INDEPENDENT DEALER goes to dealer e-mail lists provided by United Stationers, S.P. Richards, is.group (members and prospects), Office Partners, AOPD, WorkPlace Furnishings and InstallNET International, giving you comprehensive coverage of the independent dealer channel.

See page 2 for samples, specs and rates

# INTRODUCING THE INDEPENDENT DEALER 2012 Catalog Preview

**\*INDEPENDENT DEALER**  
a monthly e-zine publication for and about the OP and OF dealer.

success only  
growth dealers  
office furniture

## SPECS:

3.75" x 5" final size

- Submit as hi-rez (300 ppi) CMYK pdf - no crop marks
- Upload to: [http://www.apdclient.com/idealer\\_upload/](http://www.apdclient.com/idealer_upload/)
- Email to: [christy@associatespd.com](mailto:christy@associatespd.com)

## RATES:

1/4 PAGE NEW PRODUCT AD ..... \$500 each or 4 for \$1,750

## CONTACT:

Simon De Groot: (703) 379.8583 or email: [simon@IDealercentral.com](mailto:simon@IDealercentral.com)

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