

# GARDENER'S IDEA BOOK ORDER FORM

Get the 2016 *Gardener's Idea Book* for Your Customers – NOW.

We'll provide the books; you just pay the postage.



2015 *Gardener's Idea Book* cover is shown here. 2016 cover design – to be determined.

Last year more than 600,000 gardeners found ideas, inspiration, and exceptional plants in the Proven Winners *Gardener's Idea Book*. Be sure the 2016 edition gets in your customers' hands by taking advantage of our customized mailing offer. We'll pay for the books, address them to your customers, and even include a customized promotional message for your garden center. All you have to do is provide an Excel file with a mailing list and pay the postage costs. To take advantage of this customized offer, a minimum of 250 customer addresses is required. To ensure delivery by your desired date, please provide address information six weeks in advance.

## ☐ Option 1: Standard Back Cover

Add personalized line of type to the back cover.

Delivery within the continental US: \$65.00 per 100 addresses

Delivery in Canada: \$175.00 per 100 addresses

A marketing message can be added (limited to 45 characters including spaces). Sorry – no logos.

Your customers' mailing address will appear here in up to 4 lines.

**A minimum of 250 customer addresses is required.**

**All orders for Option 1 must be placed by March 1, 2016.**



## ☐ Option 2: Design Your Own Back Cover

Design Fee: \$150 (waived if you use the design shown here with your logo)

Printing and postage costs for 2000 to 5000 copies:

45¢ each, plus postage of \$65/100 addresses (\$175/100 Canadian addresses)

Printing and postage costs for custom back cover printing of 5001-10,000 copies:

30¢ each, plus postage of \$65/100 addresses (\$175/100 Canadian addresses)

For quantities of more than 10,000 copies, please call for a quote

Your logo will go here – please supply your logo as a high resolution pdf file.

**A minimum of 2,000 customer addresses is required.**

**All orders for Option 2 must be placed by December 31, 2015.**



## Sign Up Now –

To join our program, please fill out the order form below and fax it to Proven Winners at 815.895.1873.

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_

State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Phone Number \_\_\_\_\_

Marketing message (45 characters or less including spaces) \_\_\_\_\_

Quantity of *Gardener's Idea Books* needed (500 minimum) \_\_\_\_\_ Desired delivery date \_\_\_\_\_

Postage payment: ☐ Visa ☐ MasterCard

Card # \_\_\_\_\_ CVV (3 digit number from back side of card): \_\_\_\_\_ Exp. Date \_\_\_\_\_

Please email an Excel file with your customers' addresses (with a separate column for each field) to [sandy@provenwinners.com](mailto:sandy@provenwinners.com).

To ensure delivery by your desired delivery date, please provide address information six weeks in advance.