

2016 Gardener's Idea Book Co-op Order Form

Get the 2016 *Gardener's Idea Book* for Your Customers – NOW. We'll provide the books; you just pay the postage.



This year more than 700,000 copies of the *Gardener's Idea Book* will be distributed to gardeners throughout North America from responses to Proven Winners' media campaigns. 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 a marketing message limited to 45 characters to the back cover including your company's name. Your customer's mailing address will appear in up to 4 lines.

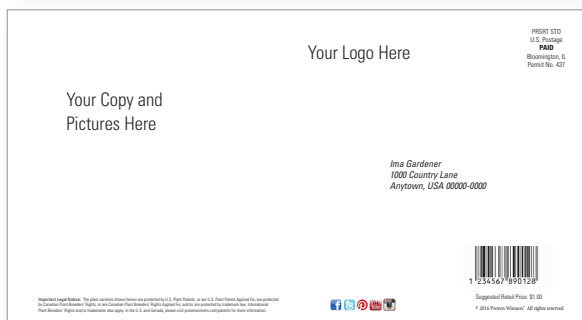
Delivery within the continental US: \$65.00 per 100 addresses

Delivery in Canada: \$175.00 per 100 addresses

☐ Optional: Replace Proven Winners logo with my company logo at no additional cost. Must submit your logo with your address file by Dec 31, 2015.

Please supply your logo as a high resolution pdf along with your mailing list.

A minimum of 250 customer addresses is required. All orders for Option 1 must be placed by March 1, 2016, unless you've chosen the logo option.



☐ Option 2: Design Your Own Back Cover – Custom Design Fee: \$150

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

A minimum of 2,000 customer addresses is required.

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

☐ I'd also like to order additional cases of my co-op *Gardener's Idea Books*

\$25 per case of 100 in continental US (\$45 per case of 100 in Canada). Please ship me _____ cases of 100 each

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 _____

Email Address _____

Marketing message (45 characters or less including spaces) _____

Quantity of *Gardener's Idea Books* needed (250 minimum) _____ Desired delivery date _____

You will be contacted 2 weeks prior to your desired mailing date for payment information and processing.

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

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

For faster service, please submit your information online at: www.provenwinners.com/gib-co-op