

Audiobook Download Cards

Promotion Overview



The Power of Audiobook Downloads

- **Tap into digital media craze** with Audiobook download cards
 - **Choice of more than 60,000 top-selling book titles**
 - Classic novels, mysteries, romance, business books ...
 - **Download to a MAC, PC, and Blackberry or transfer to an iPod, MP3 Player, other portable device**
 - **Enjoy while commuting to work, exercising, traveling for business or relaxing at home**
- **Turnkey promotion**
 - **Includes custom card printing, Audiobook codes, fulfillment**



Audiobook Downloads as a Promotional Product

- Engage Hard-to-Reach Baby Boomer, Gen X Professionals
 - Audiobook listeners are well educated, have higher incomes, hold professional positions, tend to be 30 years and older
 - Low-cost, high-value premium: Audiobook downloads retail for over \$20
- Drive Web Traffic & Capture Data
 - Because recipients must go online to redeem audiobook code, they can first be routed to brand's Web site
 - Recipient can also be routed to short online survey prior to redeeming code
- Environmentally Friendly
 - Minimal shipping (500 cards are 6 LBS)
 - No CDs or packaging to go into the trash
 - Recycled or bio-degradable plastic available



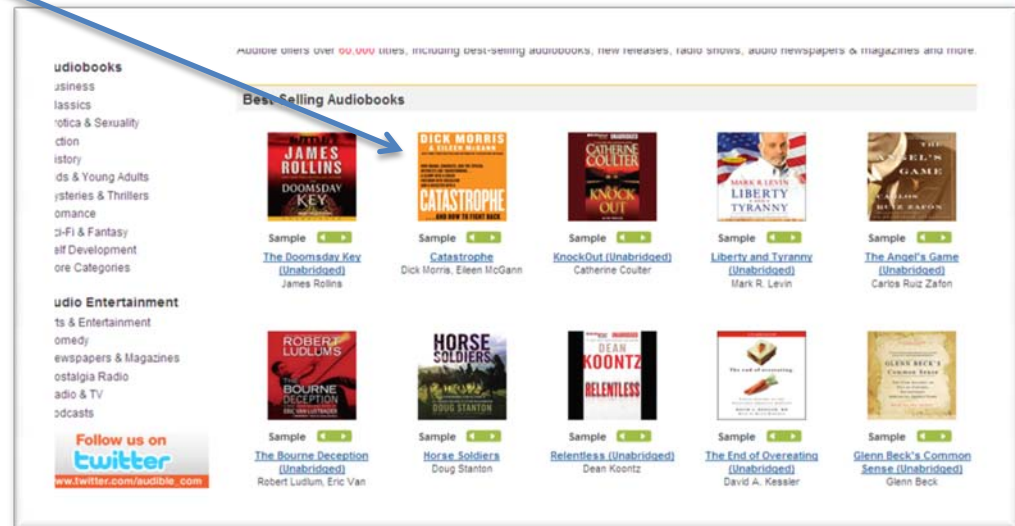
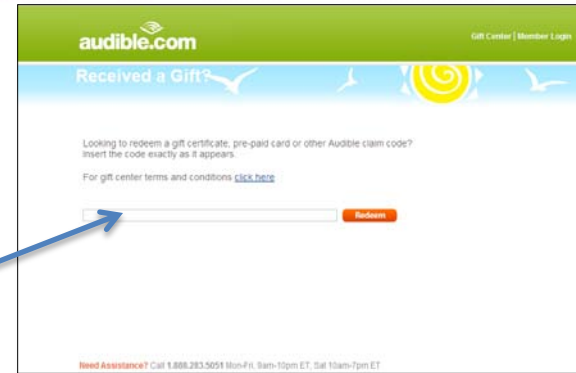
How it Works

- Custom printed gift cards, branded with your brand's logo and four color image, are distributed to customers
 - **Each card is good for one audiobook**
 - **Audiobook codes can be delivered via email**



How it Works

- Recipients log onto audiobook digital library to select their book
- To redeem promo, recipient enters unique promo code (on card back), selects book, and completes easy to follow download instructions
- Recipient enjoys hours of entertainment



Audiobook Download Card Promotions

- **Seminar/Events:** Reward prospects who register for seminar with FREE Audiobook. The custom-branded cards drive Web traffic after the event and can be used to gather feedback via a short survey
- **Corporate Gifts:** Give corporate clients the gift of a novel, mystery, or other Audiobook of their choice for the holidays or to say thank you for their business
- **Hospitality Industry:** Audiobooks are an ideal gift for business travelers, making a perfect incentive for hotels or car rental companies looking for meaningful ways to reward loyal customers or motivate prospects to act
- **Law Firm/Financial Services Outreach:** Our Audiobook Download Cards serve as a great tool for professional services firms looking to engage new customers and make a great first impression
- **Auto Dealer:** Motivate potential customers to take a test drive. Add a short survey for feedback and develop a marketing list
- **Fitness Industry:** Drive fitness product sales by offering the cards as a gift with purchase. Or use them as an incentive to get prospects into a fitness club for a tour, to reward referrals, or as a program participation reward

Low-Cost, High-Value Incentive



AUDIOBOOK DOWNLOAD CARD PRICING					
	500	1,000	2,500	5,000	10,000
1-Audiobook Download	\$4.99	\$4.79	\$4.49	\$4.29	\$3.99

Call for quote over 5,000.

5D

- 6 month expiration date
- 4-color process custom front
- No setup charges if artwork provided as needed
- Rush service - \$250 (D)
- 500 cards - 7 lbs.
- Production is 10 - 15 business days from receipt of artwork approval
- .030 mil CR80 plastic card
- Stock images available
- 24 hour on-line proof provided once artwork received
- Custom survey - \$400 (F)
- FOB - Dallas or Minneapolis

Key Benefits

- Turnkey, High-Value Promotion
 - **Fast to implement, Inexpensive to deliver, Customized to recipients' unique tastes**
- Engage hard-to-reach Baby Boomer, Gen X Professionals
- Drive Web Traffic by Linking Off Brand's Web Page
- Capture Data with Online Survey for Future Marketing Initiatives
- Green, Made-in-the-USA Product

