

TRADEONLY®  
The power behind your business.

The Trade Only™

SPECTRUM®

2012

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Supplier Rate Card

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▼  
*One catalogue*

▼▼▼▼▼  
*450 distributors*

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*£100 million sales*

# CONTRIBUTION PAGE RATES

Spectrum is the catalogue of choice for more than 450 distributors in the UK and Ireland, and offers suppliers more exposure for their products than any other publication within the industry.

Inclusion in Spectrum guarantees your share of £100 million in sales, as the catalogue is the main selling tool for many leading distributors as well as smaller, ambitious companies who'll work just as hard to bring in sales.

Available from early January, over 100,000 copies of the 2012 Spectrum Catalogue will be printed, the same quantity of which had SOLD OUT by May 2011.

As well as featuring in the catalogue, your products will also feature on over 1,000 end user websites, dramatically increasing your exposure and encouraging more sales.

Additionally, your products will appear free of charge on Trade Only SEARCH and Trade Only VISION, the UK's leading product research and business management tools, used by over 1000 distributor companies every day.

Using the sections headers opposite, please complete the booking form on the back page to the best of your knowledge at this time. If you would like a quote to have more than two pages of product in the catalogue please contact us.

If you have new ranges coming through later on, during production, and would like these featured please advise The Spectrum Catalogue Team as soon as possible.

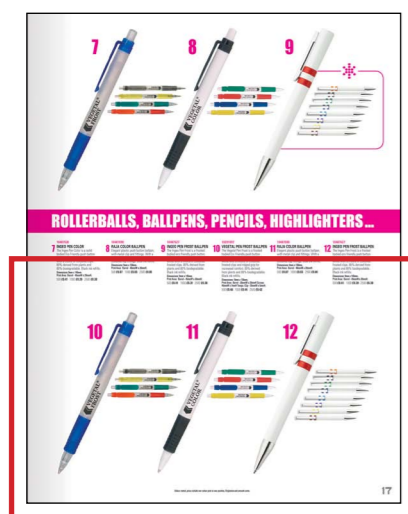
There will be no duplication of product in the catalogue. If we receive the same product from numerous suppliers we will make a decision in a fair and just way and offer the opportunity to supply alternative products. The catalogue managers' decision on this will be final.

# No other Catalogue gives you all this...

- ✓ Get your products in front of 450+ distributors
- ✓ Get your share of £100m of sales
- ✓ Have your products featured on over 1,000 distributor websites:
  - [www.dowlis.co.uk](http://www.dowlis.co.uk)
  - [www.arcadiaonline.co.uk](http://www.arcadiaonline.co.uk)
  - [www.mustardmerchandise.co.uk](http://www.mustardmerchandise.co.uk)
  - [www.orangepromotions.co.uk](http://www.orangepromotions.co.uk)
  - [www.admerchandise.co.uk](http://www.admerchandise.co.uk)
  - [www.giltedged.co.uk](http://www.giltedged.co.uk)
- ✓ Have your products featured on the industry's most comprehensive product research portal [www.tradeonlysearch.co.uk](http://www.tradeonlysearch.co.uk)
- ✓ Discounted rates to exhibit at the Spring Shows



**FULL PAGE - £4000**



**HALF PAGE - £2500**

**GROUP SHOT -**  
suitable for a range of products e.g. button badges or car fresheners (includes text for 2 sized products)  
**£1400**



CATALOGUE SECTION	PRODUCTS PER PAGE
Writing Instruments	6-8*
Desk Products	6-8*
Bags & Travel	6-8*
Electrical	6-8*
Conference	6-8*
Executive & Crystal	6-8*
Ceramics	6-8*
Leisurewear	6-8*
Golf & Outdoors	6-8*
Tools & Adventure	6-8*
Promotional	8-10*
Eco-Friendly	6-8*
Diaries & Calendars	6-8*
*Now more products for your money!	

## INSTRUCTIONS:

To reserve your place in the catalogue please follow these steps:

1. Please complete the order form on the back of this leaflet stating clearly how many pages, or space for products you would like to reserve.
2. Please note these amounts will be strictly adhered to and in no case will the amount of products per page stated above be exceeded.
3. If your products fit across various sections of the catalogue the full page rate will apply to between 4 - 8 products.

# SPECTRUM<sup>®</sup>

## PLEASE NOTE:

We cannot guarantee all products will be included. The number of products per page will vary according to category. Final decision will be at the discretion of The Spectrum Team.

## IMPORTANT:

We will be holding product selection and completing pagination during September and you will be asked to add the products you would like to feature to our Product Entry Portal [www.tradeservers.co.uk](http://www.tradeservers.co.uk)

There will be an opportunity to include a few late product choices but you need to agree this with the catalogue manager. You will then be notified of which products have been selected and asked to supply hi res images with clipping paths by either CD or email.

## POST TO:

Once the form is completed post it to the address below or fax back on:

### The Spectrum Team

The Spectrum Team, Trade Only, Unit 4  
Rhodes Business Park, Silburn Way,  
Manchester Old Road, Middleton,  
Manchester M24 4NE

### Fax:

+44 (0) 870 145 3861

## INCLUSION:

Inclusion in the catalogue means your products will be automatically shown on Trade Only SEARCH and Trade Only VISION.

If you wish to put your whole range of products on Search at a heavily discounted rate - please call or email us at:

[sales@tradeonly.co.uk](mailto:sales@tradeonly.co.uk)

Your products will also appear on over 1,000 Spectrum distributors' end user websites.

Featuring products in the Spectrum catalogue will give you the opportunity to exhibit at the Trade Only Spring Roadshows at a discounted rate.

## ANY QUESTIONS?

### Please call:

+44 (0) 844 880 2751

## DEADLINES:

**Bookings by 12th August**

**Product Supply by 10th September**

Failure to meet these deadlines may result in your products not being featured in the catalogue so if you have any problem in meeting these dates please let us know.

## SPECTRUM PRIORITY BOOKING FORM: REPLY NOW TO BOOK SPACE

### SPACE REQUIRED:

- FULL PAGE £4,000     HALF PAGE £2,500  
 GROUP SHOT £1,400

SIGNED .....

PRINT NAME .....

COMPANY .....

ADDRESS .....

.....

.....

TELEPHONE .....

EMAIL ADDRESS .....

Alternative Contact .....

- To pay by Direct Debit over 6 months commencing October 2011.

**Once complete please return directly to The Spectrum Catalogue Team at the address above.  
Instructions for submitting product for selection will be sent by return.**

tel: **0844 880 2751**    email: **catalogues@tradeonly.co.uk**

For full terms and conditions please visit: [www.tradeonly.co.uk/terms-conditions](http://www.tradeonly.co.uk/terms-conditions)