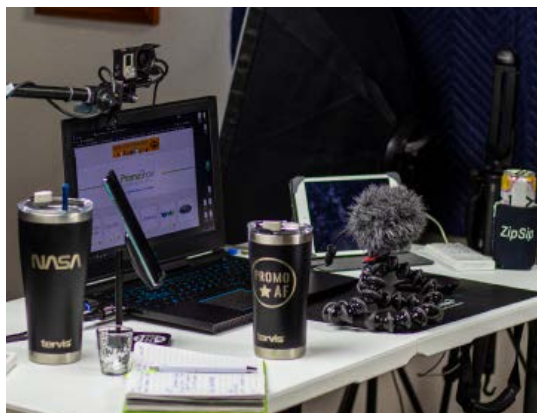




# PromoCorner<sup>7</sup>

*Let us help you market your identity.*



2021 MEDIA PLANNER

# 2021 PromoCorner Media Planner

*Let us help you market your identity!*

Whether you're a large or small Supplier, PromoCorner is here to help you market your identity. From full service marketing to support that boosts your existing message, our goal is to create advertising to enhance your brand.

We look forward to learning more about your your marketing goals so we can work together on achieving the best advertising solution that meets your needs and budget.

Here's to collaboration and growth in 2021!



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Click the images throughout to view examples of each service.

With a variety of services to choose from, you're able to customize a marketing program to fit your needs. Think of us as an extension of your team helping to expand your message.

Contact us at [sales@promocorner.com](mailto:sales@promocorner.com) or 785.393.9583 to discuss how we can help market your unique identity.

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## WHAT'S INCLUDED

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- Introductory meeting with our Creative Team and your Team to review goals, learn brand standards, and discuss how we can help be an extension of you.
- Bi-weekly meetings to review current, future, and potential projects.
- Checklist of run dates and due dates to help everyone stay organized.

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## SERVICES OFFERED

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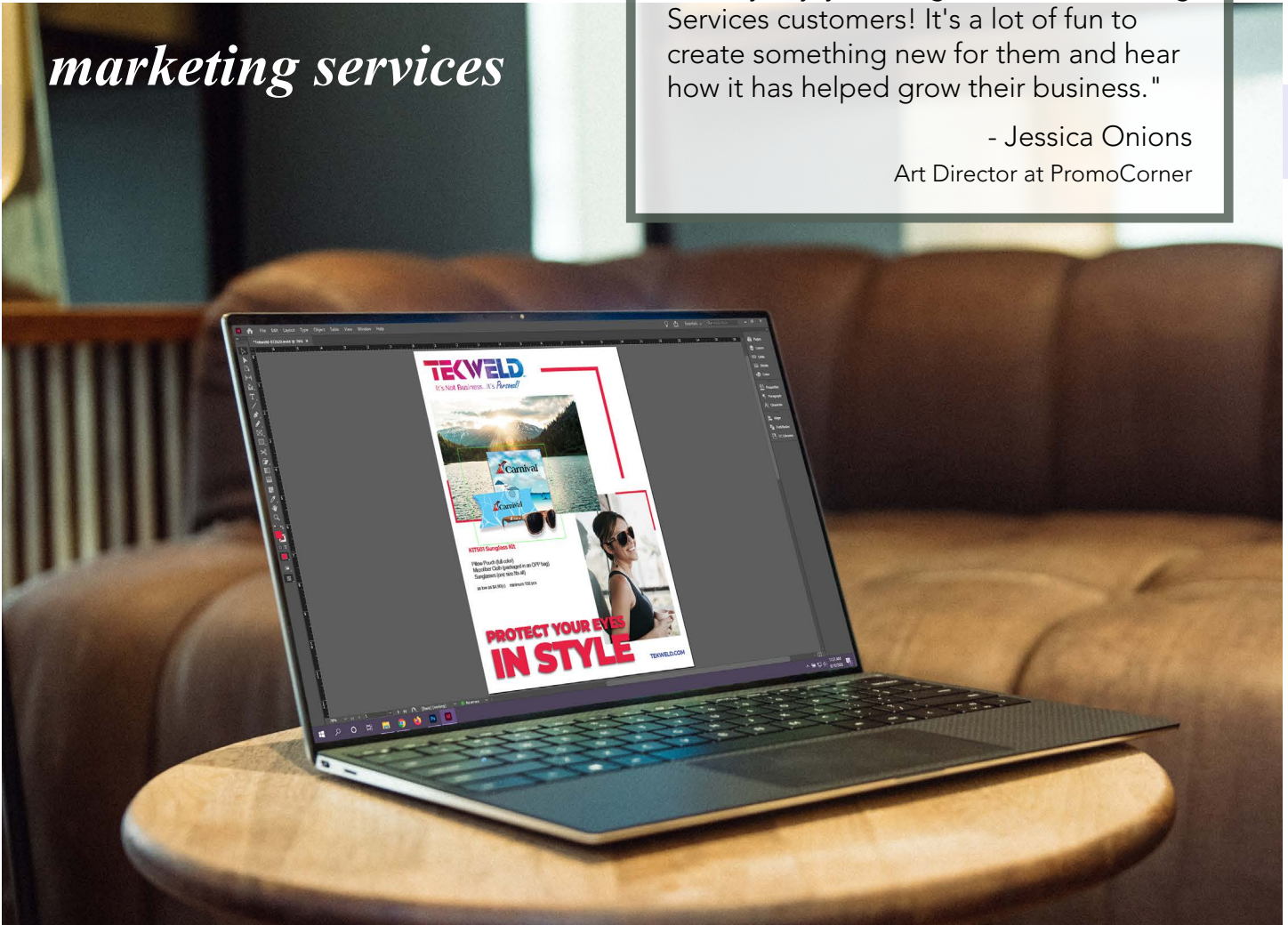
- PromoFlash email broadcast design and creation.
- PromoJournal Ad design and creation.
- IdentityCollection Ad design and creation.
- Banner Ad design and creation.
- Pop-Up Ad design and creation.
- Logo design and creation with Brand Guidelines.
- Social Media Graphic design and creation.
- Product Spotlight video development and creation.
- Commerical video development and creation.



## *marketing services*

"I really enjoy working with our Marketing Services customers! It's a lot of fun to create something new for them and hear how it has helped grow their business."

- Jessica Onions  
Art Director at PromoCorner



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## TESTIMONIALS

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"I've enjoyed working with the PromoCorner team. They added a twist to our digital flyers while still maintaining our brand standards and the results have been amazing. We've seen continual engagement on each piece they've created."

- Ray Rodriguez  
Vice President of Sales and Marketing at Tekweld

"PromoCorner consistently goes above and beyond our expectations by providing creative solutions with unfailing results. Their team is one of the most responsive, helpful, and kind teams we work with across the promotional industry."

- Dan Reichert  
Promotional Sales & Marketing Support at Tervis

Email marketing is the third most popular distribution channel, just behind social media and company websites. Utilizing our expansive Distributor contact list, it's an easy and effective way to get your brand in front of your desired audience.

- All flyers are housed on our PromoOffers webpage ([promocorner.com/promooffers](http://promocorner.com/promooffers)).
- Flyers are included in our Daily + Weekly Digest Emails.
- Thumbnails of your previous three emails are located at the bottom of your current email.
- Distributors can easily customize and forward the client safe version to their customers.
- View real-time analytics whenever you want through your PromoCorner log-in.
- Easily share flyers to your Social Media accounts (Facebook, Twitter, LinkedIn, Pinterest).

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## PRICING OPTIONS

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### 52-Weeks \$300 per week

- 270 business days of exposure
- 52 PromoFlash broadcasts
- 52 Weekly Digests
- 270 Daily Digests

### 6-Week \$500 per week

- 30 business days of exposure
- 6 PromoFlash broadcasts
- 6 Weekly Digests
- 30 Daily Digests

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### 26-Week \$400 per week

- 120 business days of exposure
- 26 PromoFlash broadcasts
- 26 Weekly Digests
- 130 Daily Digests

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### 4-Week Trial \$1,500 total

- 20 business days of exposure
- 4 PromoFlash broadcasts
- 4 Weekly Digests
- 20 Daily Digests

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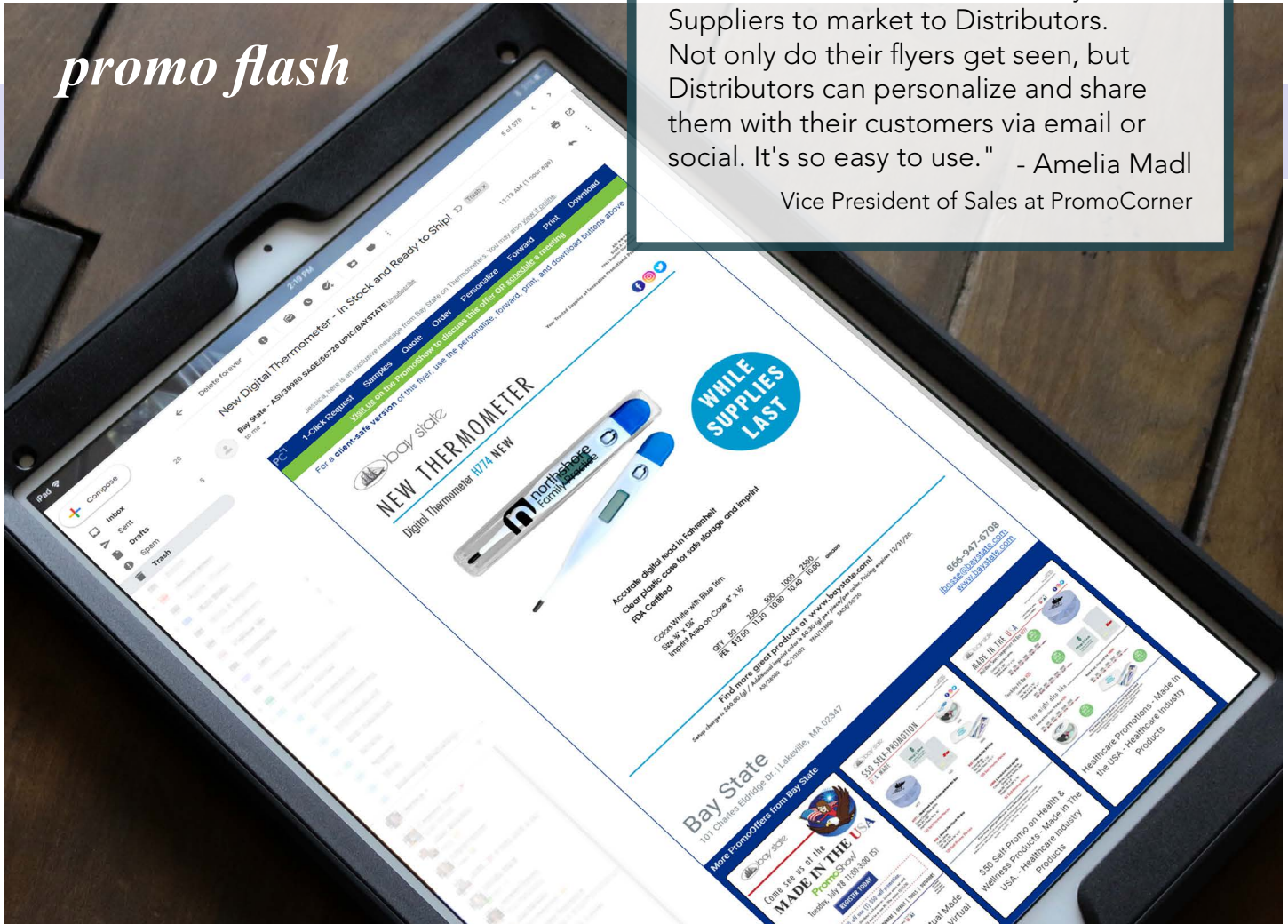
### 12-Week \$450 per week

- 60 business days of exposure
- 12 PromoFlash broadcasts
- 12 Weekly Digests
- 60 Daily Digests

*promo flash*

"PromoFlash is an invaluable way for Suppliers to market to Distributors. Not only do their flyers get seen, but Distributors can personalize and share them with their customers via email or social. It's so easy to use." - Amelia Madl

Vice President of Sales at PromoCorner



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## SPECIFICATIONS

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PDF and JPG artwork should be 750 pixels wide, and no more than 1728 pixels long, at a minimum of 72 dpi, and saved in RGB format.

When submitting artwork as HTML, you must provide absolute paths to your file on your server.

- Good: ``
- Bad ``

Email across all devices does not allow for external stylesheets, so please ensure all styling is done inline.

Be seen first with a top row placement on our PromoOffers webpage and in our Daily + Weekly Digest emails.

- One of four top row placements on the PromoOffers webpage for the month.
- Two PromoFlash email broadcasts during the month - first and third weeks.
- Top placement on Daily and Weekly Digests during the month.
- Artwork can be modified monthly, but must be the same as your PromoFlash artwork.
- Artwork is due by the 23rd of the month prior to the month your ad will run.

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## PRICING OPTIONS

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### 1 Month \$2000

- 1 month on PromoOffers
- 1 month in Daily Digests
- 1 month in Weekly Digests
- 2 PromoFlashes

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### 2 Months \$1750

- 2 months on PromoOffers
- 2 months in Daily Digests
- 2 months in Weekly Digests
- 4 PromoFlashes

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### 3 Months \$1700

- 3 months on PromoOffers
- 3 months in Daily Digests
- 3 months in Weekly Digests
- 6 PromoFlashes

### 4 Months \$1500

- 4 months on PromoOffers
- 4 months in Daily Digests
- 4 months in Weekly Digests
- 8 PromoFlashes

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### 5 Months \$1400

- 5 months on PromoOffers
- 5 months in Daily Digests
- 5 months in Weekly Digests
- 10 PromoFlashes

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### 6 Month \$1300

- 6 months on PromoOffers
- 6 months in Daily Digests
- 6 months in Weekly Digests
- 12 PromoFlashes






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## SPECIFICATIONS

---

PDF and JPG artwork should be 750 pixels wide, and no more than 1728 pixels long, at a minimum of 72 dpi, and saved in RGB format.

When submitting artwork as HTML, you must provide absolute paths to your file on your server.

- Good: ``
- Bad ``

Email across all devices does not allow for external stylesheets, so please ensure all styling is done inline.

Save money on printing and mailing costs with a Digital Catalog. Upload as many catalogs - with as many pages - as you like until August 31, 2021.

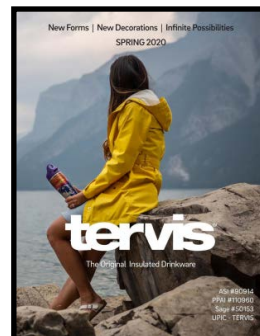
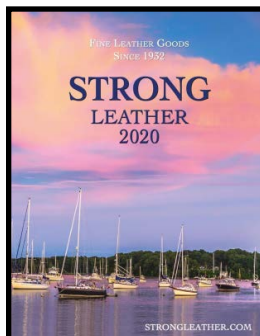
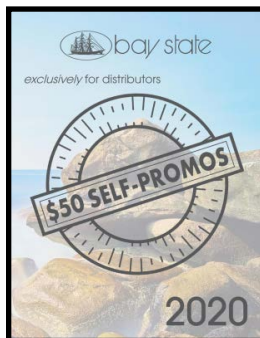
All PageFlip catalogs are included in PromoPages, a digital database for Distributors to create fully customizable catalogs.

Full Line Catalog | Candian/US Pricing Catalog | Seasonal Products  
Vertical Markets | Self-Promotions | Mid-Year Launches | Holiday Gifts

## WHAT'S INCLUDED

January 1 - August 31 \$1500

- 2 PromoFlashes (of 1 catalog of your choice)
- Unlimited pages
- Unlimited uploads
- Inclusion in PromoPages



*page flip*



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## SPECIFICATIONS

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A PDF of your catalog should be a minimum of 300 dpi, have fonts embedded, saved as pages (not spreads), and saved in RGB format.

Upload your catalogs at [promocorner.com/sendit](https://promocorner.com/sendit).



Showcase your products on a two-page spread in our unique themed digital catalogs! Each catalog is emailed to our Distributor database four times over the course of the month and housed on our website until December 31, 2021.

- Emailed four times during the month.
- Housed on promocorner.com until the end of the year.
- Customizable client friendly version housed on promocorner.com.
- Accompanying PromoShow Virtual Trade Shows (see page 14 for information and pricing).

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## THEMES

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### Health & Wellness \$500

- February
  - Art Due: 1/25
  - Sent Out: 2/1, 2/8, 2/15, 2/22
  - Examples: personal care, PPE, fitness, SPF, pillboxes, journal trackers, first aid, apparel
- 

### Tech & Office \$500

- March
  - Art Due: 2/22
  - Sent Out: 3/1, 3/8, 3/15, 3/22
  - Examples: chargers, rulers, notebooks, mouse pads, clocks, speakers, pens
- 

### Made in the USA \$500

- April
- Art Due: 3/29
- Sent Out: 4/5, 4/12, 4/19, 4/25
- Examples: writing instruments, jar openers, apparel, drinkware, awards, signs/flags, lip balms

### Apparel & Sports \$500

- June
  - Art Due: 5/28
  - Sent Out: 6/7, 6/14, 6/21, 6/28
  - Examples: headwear, coolers, sunglasses, towels, games, water bottles, SPF, socks
- 

### Holiday Gifts \$500

- August
  - Art Due: 7/26
  - Sent Out: 8/2, 8/9, 8/16, 8/23
  - Examples: food, cards, luxury, ornaments, kits, wine, gift sets, blankets, gift paper/box
- 

### Best Sellers \$500

- October
- Art Due: 9/27
- Sent Out: 10/4, 10/11, 10/18, 10/25
- Examples: whatever your customers can't get enough of

*identity collection*

"IdentityCollections are cost-effective ways for Suppliers to feature products and gain exposure without having to spend a lot of money."

- Laurie Moore

Client Services Director at PromoCorner



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## SPECIFICATIONS

---

PDF and JPG artwork should be 816 pixels wide x 1056 pixels long, at a minimum of 72 dpi, and saved in RGB format.

Must also provide client-safe (end-user) ads to be included in our Client-Safe version that Distributors can send to prospects.



Virtually meet with your customers using the industry's first and leading virtual meeting platform. You can set your schedule of when your booth is active and customers can meet with you via video or in the chat box.

Be a part of our monthly virtual trade shows where the site is open for four hours exclusively to registered Suppliers and Distributors. Show off your products during a themed show or share what you want during an unthemed ShowCase. All trade shows are advertised via PromoFlash to our Distributor database and on all our Social Media channels.

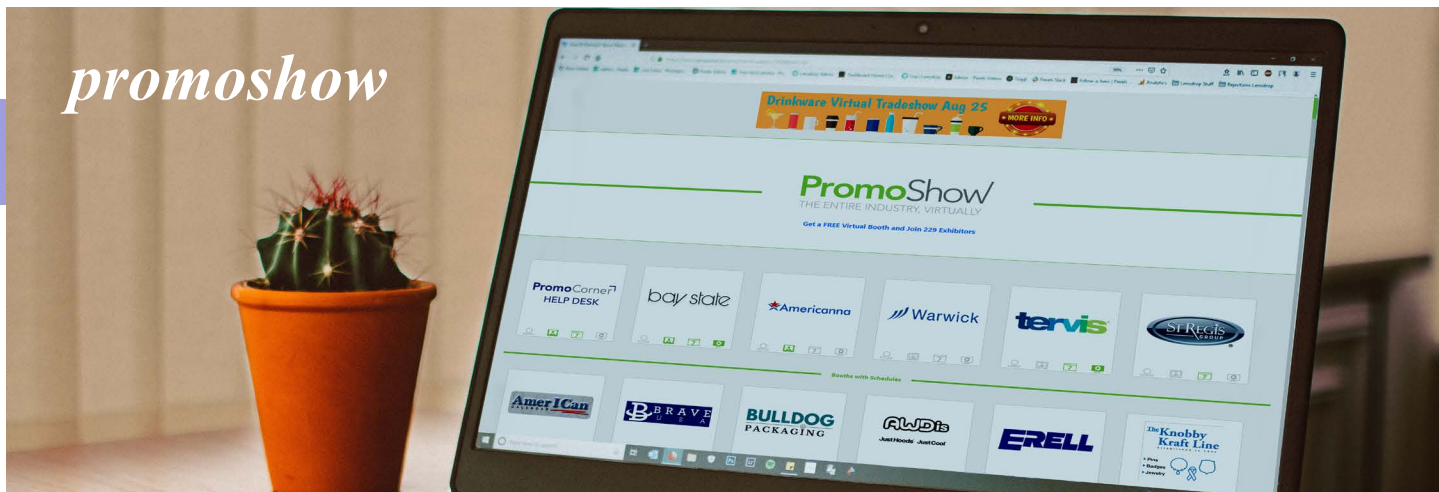
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## PRICING OPTIONS

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\$100/mo or \$1000/yr

- Booth space on promoshow.com
- Live video conferencing
- Live chat feature
- Unlimited presenters
- Upload offers/flyers
- Upload full-line catalog
- Upload product videos
- Integrate DistributorCentral's product search
- Payment options: autocharge monthly or upfront for the year




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## VIRTUAL TRADE SHOWS

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\$250 per show

### February Health & Wellness

- Show Date: 2/23
- Registration Closes: 2/16

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### March Tech & Office

- Show Date: 3/30
- Registration Closes: 3/23

---

### April Made in the USA

- Show Date: 4/27
- Registration Closes: 4/20

---

### June Apparel & Sports

- Show Date: 6/29
- Registration Closes: 6/22

### August Holiday Gifts

- Show Date: 8/31
- Registration Closes: 8/24

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### October Best Sellers

- Show Date: 10/26
- Registration Closes: 10/19

---

### December TheShow

- Show Date: 12/7 (tentative)
- Registration Closes: 11/30 (tentative)

Be seen alongside the industry's leading blogs, podcasts, and video content. Spotlight products that coincide with our weekly themed Product Feature blog.

## PRICING OPTIONS

1 Week \$550

4 Weeks \$500 per week

12 Weeks \$425 per week

24 Weeks \$375 per week

52 Weeks \$300 per week

## PRODUCT FEATURE THEMES

TOPIC	RUN DATE	AD DUE
Valentines Day	1/03/21	12/30/20
Senior Living	1/10/21	1/06/21
Food and Drink	1/17/21	1/13/21
Travel/On The Go	1/24/21	1/20/21
Trade Shows	1/31/21	1/27/21
St. Patrick's Day	2/07/21	2/03/21
Direct Mail	2/14/21	2/10/21
Health and Wellness	2/21/21	2/17/21
Coffee/Tea	2/28/21	2/24/21
Eco-Friendly/Earth Day	3/07/21	3/03/21
CBD Products	3/14/21	3/10/21
Office and Tech	3/21/21	3/17/21
Cinco de Mayo	3/28/21	3/24/21
Kitchen Accessories	4/04/21	3/31/21
T-Shirts	4/11/21	4/07/21
Camping Accessories	4/18/21	4/14/21
USA Made	4/25/21	4/21/21
Beach Accessories	5/02/21	4/28/21
Barware	5/09/21	5/05/21
Automotive	5/16/21	5/12/21
Journals/Planners/Folios	5/23/21	5/19/21
Office Products	5/30/21	5/26/21
Construction/Trades	6/06/21	6/02/21
Buttons/Pins	6/13/21	6/09/21
Real Estate/Housing	6/20/21	6/16/21
Banking/Financial	6/27/21	6/23/21

TOPIC	RUN DATE	AD DUE
Calendars	7/04/21	6/30/21
Awards/Recognition	7/11/21	7/07/21
Back to School	7/18/21	7/14/21
Drinkware	7/25/21	7/21/21
Tailgating/Stadium	8/01/21	7/28/21
Pet Products	8/08/21	8/04/21
Thank You Gifts	8/15/21	8/11/21
Holiday Gifts	8/22/21	8/18/21
Headwear	8/29/21	8/25/21
Cell Phone Accessories	9/05/21	9/01/21
Lanyards/Badges/Tags	9/12/21	9/08/21
Packaging/Stationery	9/19/21	9/15/21
Halloween	9/26/21	9/22/21
Umbrellas	10/03/21	9/29/21
Budget Friendly	10/10/21	10/06/21
Wine & Accessories	10/17/21	10/13/21
Team Spirit	10/24/21	10/20/21
Blankets	10/31/21	10/27/21
Holiday Entertaining	11/07/21	11/03/21
Safety Products	11/14/21	11/10/21
Journals & Accessories	11/21/21	11/17/21
Apparel/Outerwear	11/28/21	11/24/21
Watches/Clocks	12/05/21	12/01/21
Fashion & Accessories	12/12/21	12/08/21
Senior Living	12/19/21	12/15/21
Fitness/Exercise	12/26/21	12/22/21

## *promo journal*



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## SPECIFICATIONS

---

PDF and JPG artwork should be 816 pixels wide x 1056 pixels long, at a minimum of 150 dpi, and saved in RGB format.

We cannot use HTML artwork for PromoJournal Ads.

Video files must be sent as YouTube links.

Must also provide client-safe (end-user) ads that Distributors can send to prospects.

Gain added exposure with promocorner.com website banner ad or a banner ad in the Daily + Weekly Digest emails.

Banner ads can be still graphics or animated GIFs.

Add a link to your banner to direct traffic exactly where you want it to go!

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### WEBSITE BANNER PRICING

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#### Top Banner \$1600

- Approx. 100,000 views/month
- PromoOffers webpage
- Supplier Catalogs webpage
- PromoSource webpage
- PromoJournal webpage
- PromoPulse webpage

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### DAILY + WEEKLY DIGEST BANNER PRICING

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#### 3 months \$3000 per month

- Approx. 150,000 views/month
- 

#### 6 months \$2500 per month

- Approx. 150,000 views/month

#### 12 months \$2000 per month

- Approx. 150,000 views/month
-



# *promo banners*



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## SPECIFICATIONS

---

JPG, PNG, or GIF artwork needs to be 800 pixels wide x 150 pixels high, 72 dpi, and saved in RGB format.

We cannot use HTML artwork for Banner Ads.

Greet visitors to pomocorner.com with your pop-up advertisement!

Pop-up ads can be still graphics or animated GIFs.

- Appears on our Homepage, PromoOffers, PromoCatalogs, and PromoJournal webpages.
- Reappears 15 minutes after visitor's site inactivity.

---

## PRICING

---

Pop-Up Banner \$2500 per month

- Homepage
- PromoOffers webpage
- PromoCatalogs webpage
- PromoJournal webpage

*promo pop-up*



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## SPECIFICATIONS

---

JPG, PNG, or GIF artwork needs to be 800 pixels wide x 420 pixels high, 72 dpi, and saved in RGB format.

We cannot use HTML artwork for Pop-Up Ads.

A unique twist on advertising! Highlight your products in a one (1) minute video that showcases the value of promotional products and how they can be used every day.

- Hosted on our YouTube Channel.
- Housed on our PromoJournal webpage.
- Shared on Facebook, Twitter, IGTV, commonsku, and LinkedIn.
- Included in the Daily Digest during your sponsored week.
- Weekly Wrap-Up PromoFlash emailed on Friday.

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## PRICING

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### 1 Week \$600

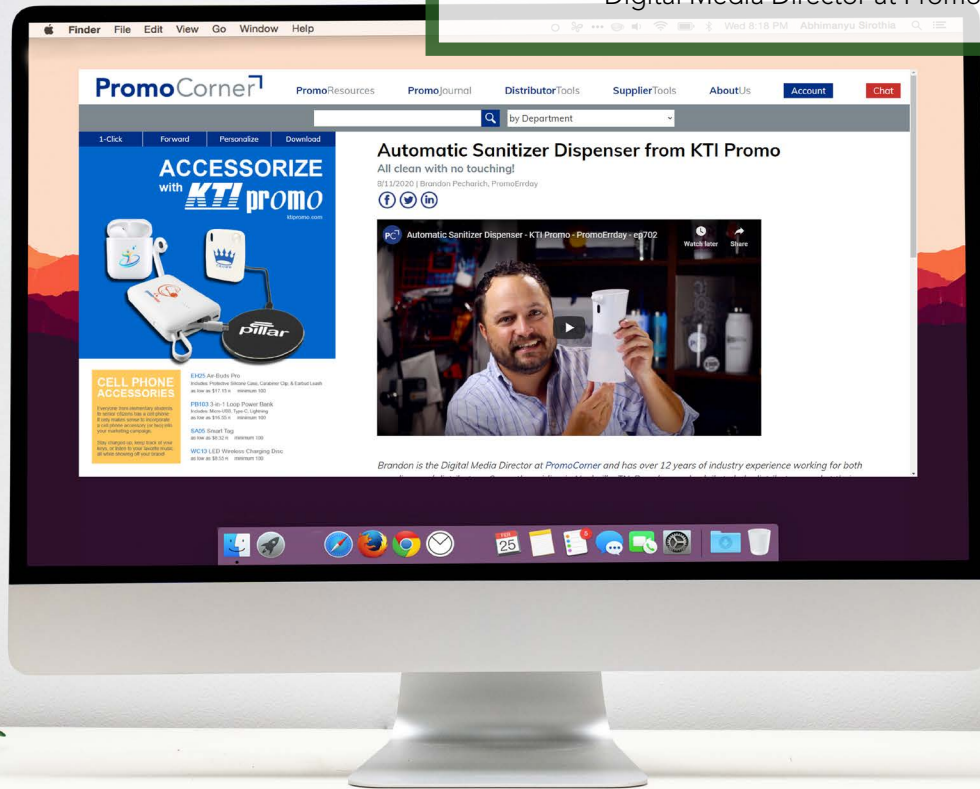
- 5 Product Feature Videos
- 1 PromoFlash Wrap-Up

*promoerrday*

"Telling your story with video is a necessity in 2021. I love seeing customers satisfied with what we've created. Every video is crafted to fit your brand, no plug & play here!"

- Brandon Pecharich

Digital Media Director at PromoCorner



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## SPECIFICATIONS

---

Printed product samples and talking points for each product must be mailed to our Austin, TX office at least two weeks prior to your sponsor week.

Products will not be returned unless specified and accompanied with a return shipping label.



Incorporate video advertising with easy-to-digest spotlights and commercials that can be shared across multiple platforms for maximum reach.

Let's meet to discuss your video goals!

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## SERVICES & PRICING

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### Product Spotlight \$700-1200

- 15-30 second video
- Showcase products in a lifestyle environment

### PromoCommercial Call for price

- 30-60+ second video
- Products used to tell the company's story

*video services*



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## SPECIFICATIONS

---

Printed product samples and talking points for each product must be mailed to our Austin, TX office at least four weeks prior to your final production date.

Products will not be returned unless specified and accompanied with a return shipping label.

Broaden your advertising with podcast and video sponsorships.

Click below to see examples of each series.

## SERIES & PRICING

### A.Madl's Closet \$250 each

- Must supply product
- Monthly series
- Hosted on our YouTube and housed on promocorner.com
- Shared across our Social Media Channels

### Industry Insider \$250 each

- Weekly live series
- Hosted live on our Facebook Page and housed on our YouTube and on promocorner.com
- Shared across our Social Media Channels

### proFILES \$2,000 per series

- Includes 3 episodes per series and a live Meet & Greet (Q&A) session
- 10 second commercial at the beginning and end of each episode
- Includes 3 weeks of PromoJournal advertising
- Housed on apple Podcasts, Google Play, Stitcher, SoundCloud, Spotify, and on promocorner.com
- Shared across our Social Media Channels

### Delivering Marketing Joy \$250 each

- Weekly series
- Hosted on YouTube and housed on promocorner.com
- Shared across our Social Media Channels

### The Rundown \$250 each

- Bi-weekly series
- Hosted on our YouTube and housed on promocorner.com
- Shared across our Social Media Channels

### How Promo Is Made Call for price

- Monthly series
- Hosted on our YouTube and housed on promocorner.com
- Shared across our Social Media Channels

### LIVE Facebook Shows \$500 month

- buildingU - 4 episodes/month
- PowerUP - 2 episodes/month
- TACOS - 2 episodes/month
- 8 Live Reads & 8 Ad Cards (rebroadcast)
- Hosted live on our Facebook Page and housed on our YouTube and on promocorner.com
- Shared across our Social Media Channels

## *sponsorships*



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## SPECIFICATIONS

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A.Madl's Closet: Product samples and talking points must be mailed to our Kansas City, KS office at least four weeks prior to air date.

A.Madl's Closet products will not be returned unless specified and accompanied with a return shipping label.

When creating any form of advertisement, make sure you're providing current pricing, expiration dates for specials, and contact information so Distributors can easily find you.

PromoCorner is not responsible for any error in information that was provided to us. We will make one round of "reasonable corrections" at no charge during the proofing process. Any additional corrections or those deemed beyond reasonable will assess an additional artwork charge of \$50-\$100 depending on the extent and time involved to make the changes.





## *helpful information*

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## CONTACT US

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### Amelia Madl VP Supplier Sales

- [amelia@promocorner.com](mailto:amelia@promocorner.com)
  - 785.393.9583
- 

### Laurie Moore Client Services Director

- [laurie@promocorner.com](mailto:laurie@promocorner.com)
- 774.454.3046

### Dick Reuter Sales

- [dick@gographic.com](mailto:dick@gographic.com)
  - 772.999.2139
- 

### Brandon Pecharich Digital Media Director

- [brandon@promocorner.com](mailto:brandon@promocorner.com)
- 615.241.15400

PROMOCORNER.COM

