



INTEGRATED
 retail
advertising

PROGRAM

Retailer Name

Event Planning Booklet



ORDER ONLINE: <http://IRAP.sealy.com>

PRICING 101

Learn how to list your pricing so it's Co-op perfect for your retailer. P.29

TABLE OF CONTENTS:

- Sale Event Icons P. 1
- Calendar Grid P. 2
- Calendar Grid P. 3
- Sealy President's Day Sale..... P. 4
- Sealy Memorial Day Sale P. 5
- Sealy July 4th Sale P. 6
- Sealy Labor Day Sale..... P. 7
- Sealy Columbus Day Sale..... P. 8
- Sealy Veterans Day Sale P. 9
- Sealy All Size Event.....P. 10
- Sealy Closeout.....P. 11
- Sealy Clean-out, Clear-out, CloseoutP. 12
- Sealy Factory Direct Sale.....P. 13
- Sealy Free Boxspring EventP. 14
- Sealy Inventory ReductionP. 15
- Sealy King for Queen Sale.....P. 16
- Sealy Lowest Prices of the Season.....P. 17
- Sealy Mega Mattress SaleP. 18
- Sealy Red Tag SaleP. 19
- Sealy Grand Opening CelebrationP. 20
- Sealy Special PurchaseP. 21
- Sealy Triple Choice Sale.....P. 22
- Sealy Truckload SaleP. 23
- Sealy Ultimate Mattress Sale.....P. 24
- Sealy Warehouse SaleP. 25
- Sealy Year End ClearanceP.26
- Sealy January Clearance SaleP. 27
- Direct Mail, Back and Cover OptionsP. 28
- Pricing 101, Circular Program Details.....P. 29
- Questions, Contacts and Quick ViewP. 30

Steps to USING YOUR EVENT PLANNING BOOKLET

Step 1. Choose your retailers events.

- Choose from the 48 events highlighted in this booklet or check out what's new online.

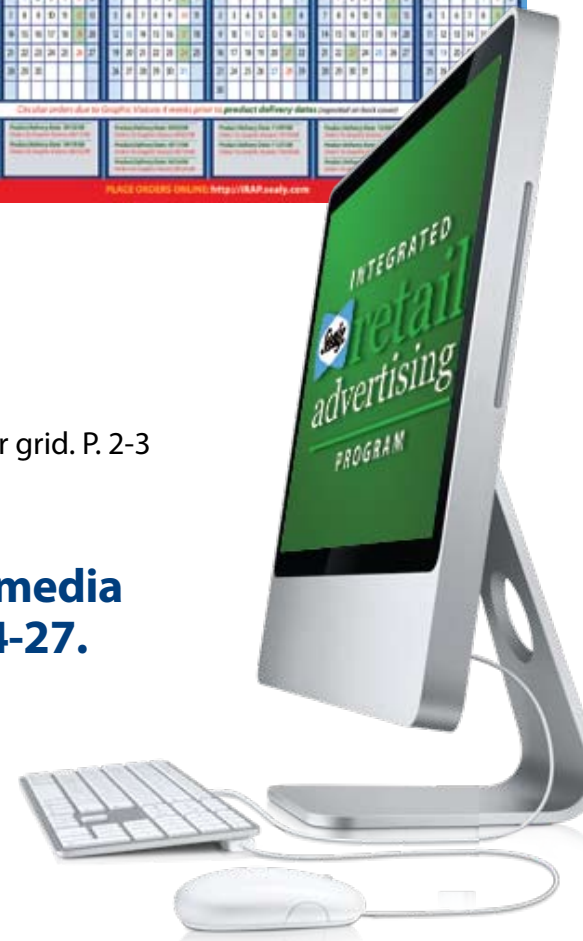


Step 2. Choose the best dates to run your retailers events.

- Record your chosen events on the monthly calendar grid. P. 2-3

Step 3. Choose your retailers advertising media mix on the event planning pages 4-27. When ready order your retailers events online.

- It's easy just visit <http://IRAP.sealy.com>



It's Your Choice

Choose from a variety of advertising media to help sell Sealy brands.

Circulars

- Capture the customer's attention with high-quality, full-color print advertising available in a variety of ad sizes. This media is best used to reach a broad range of consumers.



Direct Mail

- By using specific ZIP codes, you can specify marital status, home ownership, income level and more to reach your targeted customer directly. See P.28



Point-of-Purchase

- Research shows that customers respond favorably to point-of-purchase materials. By creating an atmosphere with POP that reinforces the sale event dealers create a consistent message for their customers.



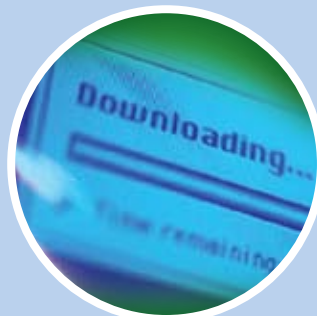
Electronic Broadcast

- A strategically placed TV ad can reach a large number of customers, increase traffic to your dealers' stores, and enhance awareness of your brand selection in a way that is extremely cost-effective.



Free Downloads

- Does your dealer have its own ad department or local ad help? You can email a link to the FREE ad resources for ROP ads, web banners, TV graphics and radio scripts for downloading.



Step 1. CHOOSE YOUR RETAILERS EVENTS *Record your choices*



LOOK FOR ADDITIONAL ICONS ONLINE

 C# 0106PD-1 P.4 <input type="checkbox"/> _____ Sale Dates	 C# 0106PD-2 P.4 <input type="checkbox"/> _____ Sale Dates	 C# 0107MD-1 P.5 <input type="checkbox"/> _____ Sale Dates	 C# 0107MD-2 P.5 <input type="checkbox"/> _____ Sale Dates	 C# 0107JU-1 P.6 <input type="checkbox"/> _____ Sale Dates	 C# 0107JU-2 P.6 <input type="checkbox"/> _____ Sale Dates	 C# 0407LD-1 P.7 <input type="checkbox"/> _____ Sale Dates	 C# 0407LD-2 P.7 <input type="checkbox"/> _____ Sale Dates
 C# 0707CD-1 P.8 <input type="checkbox"/> _____ Sale Dates	 C# 0707CD-2 P.8 <input type="checkbox"/> _____ Sale Dates	 C# 0506VD-1 P.9 <input type="checkbox"/> _____ Sale Dates	 C# 0506VD-2 P.9 <input type="checkbox"/> _____ Sale Dates	 C# 0906AS-1 P.10 <input type="checkbox"/> _____ Sale Dates	 C# 0906AS-2 P.10 <input type="checkbox"/> _____ Sale Dates	 C# 0506CL-1 P.11 <input type="checkbox"/> _____ Sale Dates	 C# 0506CL-2 P.11 <input type="checkbox"/> _____ Sale Dates
 C# 0707CC-1 P.12 <input type="checkbox"/> _____ Sale Dates	 C# 0707CC-2 P.12 <input type="checkbox"/> _____ Sale Dates	 C# 0407FD-1 P.13 <input type="checkbox"/> _____ Sale Dates	 C# 0407FD-2 P.13 <input type="checkbox"/> _____ Sale Dates	 C# 0906BX-1 P.14 <input type="checkbox"/> _____ Sale Dates	 C# 0906BX-2 P.14 <input type="checkbox"/> _____ Sale Dates	 C# 0906IR-1 P.15 <input type="checkbox"/> _____ Sale Dates	 C# 0906IR-2 P.15 <input type="checkbox"/> _____ Sale Dates
 C# 0906KQ-1 P.16 <input type="checkbox"/> _____ Sale Dates	 C# 0906KQ-2 P.16 <input type="checkbox"/> _____ Sale Dates	 C# 0707LP-1 P.17 <input type="checkbox"/> _____ Sale Dates	 C# 0707LP-2 P.17 <input type="checkbox"/> _____ Sale Dates	 C# 0206MM-1 P.18 <input type="checkbox"/> _____ Sale Dates	 C# 0206MM-2 P.18 <input type="checkbox"/> _____ Sale Dates	 C# 0106RT-1 P.19 <input type="checkbox"/> _____ Sale Dates	 C# 0106RT-2 P.19 <input type="checkbox"/> _____ Sale Dates
 C# 0906GO-1 P.20 <input type="checkbox"/> _____ Sale Dates	 C# 0906GO-2 P.20 <input type="checkbox"/> _____ Sale Dates	 C# 0107SP-1 P.21 <input type="checkbox"/> _____ Sale Dates	 C# 0107SP-2 P.21 <input type="checkbox"/> _____ Sale Dates	 C# 0707TC-1 P.22 <input type="checkbox"/> _____ Sale Dates	 C# 0707TC-2 P.22 <input type="checkbox"/> _____ Sale Dates	 C# 0107TL-1 P.23 <input type="checkbox"/> _____ Sale Dates	 C# 0107TL-2 P.23 <input type="checkbox"/> _____ Sale Dates
 C# 0407UM-1 P.24 <input type="checkbox"/> _____ Sale Dates	 C# 0407UM-2 P.24 <input type="checkbox"/> _____ Sale Dates	 C# 0906WH-1 P.25 <input type="checkbox"/> _____ Sale Dates	 C# 0906WH-2 P.25 <input type="checkbox"/> _____ Sale Dates	 C# 0506YE-1 P.26 <input type="checkbox"/> _____ Sale Dates	 C# 0506YE-2 P.26 <input type="checkbox"/> _____ Sale Dates	 C# 0906JC-1 P.27 <input type="checkbox"/> _____ Sale Dates	 C# 0906JC-2 P.27 <input type="checkbox"/> _____ Sale Dates



• \$ POINT-OF-PURCHASE



• \$ SPOT TV AVAILABLE



• FREE RADIO SCRIPTS



• FREE TV GRAPHICS



• FREE WEB BANNERS



• SEE BACK COVER

Step 2. CHOOSE THE BEST DATES TO RUN YOUR RETAILERS EVENTS *Record your plans*



0206PD-1 0106PD-2 0107MD-1 0107MD-2 0107JU-1 0107JU-2 0407LD-1 0407LD-2 0707CD-1 0707CD-2 0506VD-1 0506VD-2 0906AS-1 0906AS-2 0506CL-1 0506CL-2 0707CC-1 0707CC-2 0407FD-1 0407FD-2 0906BX-1 0906BX-2 0906IR-1 0906IR-2

January February

Event Code/Title:

Page:

Event Details:

Washington's Birthday, February 18, 2008

March

Event Code/Title:

Page:

Event Details:

No US Holidays

April

Event Code/Title:

Page:

Event Details:

No US Holidays

May

Event Code/Title:

Page:

Event Details:

Memorial Day, May 26, 2008

June

Event Code/Title:

Page:

Event Details:

No US Holidays

July

Event Code/Title:

Page:

Event Details:

Independence Day, July 4, 2008

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Circular orders due to Graphic Visions 4 weeks prior to product delivery dates (repeated on back cover)

Product Delivery Date: 02/01/08
Orders To Graphic Visions: 01/04/08

Product Delivery Date: 02/15/08
Orders To Graphic Visions: 01/18/08

Product Delivery Date: 02/29/08
Orders To Graphic Visions: 02/01/08

Product Delivery Date: 03/14/08
Orders To Graphic Visions: 02/15/08

Product Delivery Date: 03/28/08
Orders To Graphic Visions: 02/29/08

Product Delivery Date: 04/11/08
Orders To Graphic Visions: 03/14/08

Product Delivery Date: 05/02/08
Orders To Graphic Visions: 04/04/08

Product Delivery Date: 05/09/08
Orders To Graphic Visions: 04/11/08

Product Delivery Date: 05/23/08
Orders To Graphic Visions: 04/25/08

Product Delivery Date: 06/06/08
Orders To Graphic Visions: 05/09/08

Product Delivery Date: 06/13/08
Orders To Graphic Visions: 05/16/08

Product Delivery Date: 06/27/08
Orders To Graphic Visions: 05/30/08

Product Delivery Date: 07/11/08
Orders To Graphic Visions: 06/13/08

Product Delivery Date: 07/25/08
Orders To Graphic Visions: 06/27/08



LOOK FOR NEW EVENTS ONLINE



0906KQ-1 0906KQ-2 0707LP-1 0707LP-2 0206MM-1 0206MM-2 0106RT-1 0106RT-2 0906GO-1 0906GO-2 0107SP-1 0107SP-2 0707TC-1 0707TC-2 0107TL-1 0107TL-2 0407UM-1 0407UM-2 0906WH-1 0906WH-2 0506YE-1 0506YE-2 0906JC-1 0906JC-2

August

Event Code/ Title:

Page:

Event Details:

September

Event Code/ Title:

Page:

Event Details:

October

Event Code/ Title:

Page:

Event Details:

November

Event Code/ Title:

Page:

Event Details:

December

Event Code/ Title:

Page:

Event Details:

January 2009

Event Code/ Title:

Page:

Event Details:

B1G1 BUY ONE GET ONE FREE CIRCULAR OFFER FROM SEALY (SEE BACK COVER)

No US Holidays

Labor Day, September 1, 2008

Columbus Day, October 13, 2008
Halloween, October 31, 2008

Veterans Day, November 11, 2008
Thanksgiving, November 27, 2008

Christmas Day, December 25, 2008

New Years Day January 1, 2009
Martin Luther King Day,
January 19, 2009

August

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

September

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

October

S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

November

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

December

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

January 2009

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Circular orders due to Graphic Visions 4 weeks prior to product delivery dates (repeated on back cover)

Product Delivery Date: 08/08/08
Orders To Graphic Visions: 07/11/08

Product Delivery Date: 08/15/08
Orders To Graphic Visions: 07/18/08

Product Delivery Date: 08/29/08
Orders To Graphic Visions: 08/01/08

Product Delivery Date: 09/12/08
Orders To Graphic Visions: 08/15/08

Product Delivery Date: 09/19/08
Orders To Graphic Visions: 08/22/08

Product Delivery Date: 10/03/08
Orders To Graphic Visions: 09/05/08

Product Delivery Date: 10/17/08
Orders To Graphic Visions: 09/19/08

Product Delivery Date: 10/24/08
Orders To Graphic Visions: 09/26/08

Product Delivery Date: 11/07/08
Orders To Graphic Visions: 10/10/08

Product Delivery Date: 11/21/08
Orders To Graphic Visions: 10/24/08

Product Delivery Date: 12/05/08
Orders To Graphic Visions: 11/07/08

Product Delivery Date: 12/12/08
Orders To Graphic Visions: 11/21/08

Product Delivery Date: 12/23/08
Orders To Graphic Visions: 11/28/08

Product Delivery Date: 1/09/09
Orders To Graphic Visions: 12/12/08

Product Delivery Date: 1/23/09
Orders To Graphic Visions: 12/23/08

Product Delivery Date: 1/30/09
Orders To Graphic Visions: 1/02/09

Step 3. Event Planning SEALY PRESIDENT'S DAY SALE

Code# 0206PD-1



Code# 0206PD-2



DIRECT MAIL

Zip code driven for targeted marketing.
FOR COMPLETE DETAILS SEE P. 28

DOWNLOAD OR EMAIL FREE ROP ADS

Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.

COMPLETE EVENT READYAD DVD
AVAILABLE FOR \$7 EA.

NOTES:

POINT-OF-PURCHASE

Poster

	CODE	PRICE EA.	QTY	EXT. PRICE
<input type="checkbox"/> 24" x 36" - full color 1 sided	POC	CUSTOM \$9	_____	_____
<input type="checkbox"/> 24" x 36" - full color 1 sided	POG	GENERIC \$4	_____	_____

Banner - Indoor

<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90	_____	_____
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAG	GENERIC \$75	_____	_____

Ceiling Dangler

<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25	_____	_____
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20	_____	_____

"Alternate" Ceiling Dangler

<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15	_____	_____
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12	_____	_____

Buttons

<input type="checkbox"/> 2.25" - round full color clear cover w/pin back	BU	\$1	_____	_____
--	----	-----	-------	-------

Kiosk Replacement Panel

<input type="checkbox"/> 22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30	_____	_____
---	----	------	-------	-------

Tent Card

<input type="checkbox"/> 8.5" x 5.25" - full color double sided	TC	\$2	_____	_____
<input type="checkbox"/> 14" x 8" - full color double sided	LTC	\$3	_____	_____

Hang Tag

<input type="checkbox"/> 6" x 9" - full color double sided (price boxes - one side)	HTC	60¢	_____	_____
<input type="checkbox"/> 6" x 9" - full color double sided (no price boxes)	HTG	60¢	_____	_____

Sale Tag Extender (Vertical with Prices on Right)

<input type="checkbox"/> 11" x 8.5" - full color 1 side	SSE	75¢	_____	_____
---	-----	-----	-------	-------

Sale Tag

<input type="checkbox"/> 3.625" x 8.5" - full color 1 sided	SSL	50¢	_____	_____
---	-----	-----	-------	-------

Bed End Card Holder Extender

<input type="checkbox"/> 11" x 11" - full color 1 sided vertical fits at side	VE	75¢	_____	_____
<input type="checkbox"/> 11" x 8.5" - full color 1 sided horizontal fits on top	HE	75¢	_____	_____

Foot Extender

<input type="checkbox"/> 11" x 8.5" - full color 1 sided	FE	75¢	_____	_____
--	----	-----	-------	-------

Balloons

<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 9" - Sealy Latex balloons	BAL-Sealy	20¢	_____	_____
<input type="checkbox"/> Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1	_____	_____

TOTAL

GO ONLINE!

download or email samples to retailer.

PRINT

SELECT CIRCULAR VERSION

Washington's Birthday, Monday, February 18, 2008



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

Order Complete Sample Pack \$7.50 ea. (includes all versions)
 Single Sheet 50¢ ea. • Tabs or Broadsheets \$1 ea.

CIRCULARS

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

	CODE	QTY	PRICE
<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

TOTAL

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUS / FINANCE OFFER:

Bonus #1 _____

Bonus #2 _____

Bonus #3 _____

Bonus #4 _____

Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None

Option#

None

Option#

None

Option#

None

SELECT COVER
DROP-IN BOX

Option#

WRITE IN EVENT
SALE DATES

Record on calendar grid

Step 3. Event Planning SEALY MEMORIAL DAY SALE



download or email samples to retailer.



SELECT CIRCULAR VERSION

Memorial Day, Monday, May 26, 2008



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

•Order Complete Sample Pack \$7.50 ea. (includes all versions)
•Single Sheet 50¢ ea. •Tabs or Broadsheets \$1 ea.

Code# 0107MD-1



Code# 0107MD-2



POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE
Poster				
<input type="checkbox"/> 24" x 36" - full color 1 sided	POC	CUSTOM \$9	_____	_____
<input type="checkbox"/> 24" x 36" - full color 1 sided	POG	GENERIC \$4	_____	_____
Banner - Indoor				
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90	_____	_____
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAG	GENERIC \$75	_____	_____
Ceiling Dangler				
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25	_____	_____
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20	_____	_____
"Alternate" Ceiling Dangler				
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15	_____	_____
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12	_____	_____
Buttons				
<input type="checkbox"/> 2.25" - round full color clear cover w/pin back	BU	\$1	_____	_____
Kiosk Replacement Panel				
<input type="checkbox"/> 22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30	_____	_____
Tent Card				
<input type="checkbox"/> 8.5" x 5.25" - full color double sided	TC	\$2	_____	_____
<input type="checkbox"/> 14" x 8" - full color double sided	LTC	\$3	_____	_____
Hang Tag				
<input type="checkbox"/> 6" x 9" - full color double sided (price boxes - one side)	HTC	60¢	_____	_____
<input type="checkbox"/> 6" x 9" - full color double sided (no price boxes)	HTG	60¢	_____	_____
Sale Tag Extender (Vertical with Prices on Right)				
<input type="checkbox"/> 11" x 8.5" - full color 1 side	SSE	75¢	_____	_____
Sale Tag				
<input type="checkbox"/> 3.625" x 8.5" - full color 1 sided	SSL	50¢	_____	_____
Bed End Card Holder Extender				
<input type="checkbox"/> 11" x 11" - full color 1 sided vertical fits at side	VE	75¢	_____	_____
<input type="checkbox"/> 11" x 8.5" - full color 1 sided horizontal fits on top	HE	75¢	_____	_____
Foot Extender				
<input type="checkbox"/> 11" x 8.5" - full color 1 sided	FE	75¢	_____	_____
Balloons				
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 9" - Sealy Latex balloons	BAL-Sealy	20¢	_____	_____
<input type="checkbox"/> Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1	_____	_____

TOTAL _____

DIRECT MAIL
 Zip code driven for targeted marketing.
FOR COMPLETE DETAILS SEE P. 28

DOWNLOAD OR EMAIL FREE ROP ADS

Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.
COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.

NOTES:

CIRCULARS CODE QTY PRICE

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

TOTAL _____

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUS / FINANCE OFFER:

Bonus #1 _____
 Bonus #2 _____
 Bonus #3 _____
 Bonus #4 _____
 Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS
SEE PAGE 28

None
Option# _____

None
Option# _____

None
Option# _____

None
SELECT COVER DROP-IN BOX
Option# _____

WRITE IN EVENT SALE DATES
Record on calendar grid

Step 3. Event Planning SEALY JULY 4TH SALE

Code# 0107JUL-1



Code# 0107JUL-2



DIRECT MAIL

Zip code driven for targeted marketing.
FOR COMPLETE DETAILS SEE P. 28

DOWNLOAD OR EMAIL FREE ROP ADS

Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.

COMPLETE EVENT READY AD DVD AVAILABLE FOR \$7 EA.

NOTES:

POINT-OF-PURCHASE

POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE
Poster				
<input type="checkbox"/> 24" x 36" - full color 1 sided	POC	CUSTOM \$9	_____	_____
<input type="checkbox"/> 24" x 36" - full color 1 sided	POG	GENERIC \$4	_____	_____

Banner - Indoor

<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90	_____	_____
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAG	GENERIC \$75	_____	_____

Ceiling Dangler

<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25	_____	_____
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20	_____	_____

"Alternate" Ceiling Dangler

<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15	_____	_____
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12	_____	_____

Buttons

<input type="checkbox"/> 2.25" - round full color clear cover w/pin back	BU	\$1	_____	_____
--	----	-----	-------	-------

Kiosk Replacement Panel

<input type="checkbox"/> 22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30	_____	_____
---	----	------	-------	-------

Tent Card

<input type="checkbox"/> 8.5" x 5.25" - full color double sided	TC	\$2	_____	_____
<input type="checkbox"/> 14" x 8" - full color double sided	LTC	\$3	_____	_____

Hang Tag

<input type="checkbox"/> 6" x 9" - full color double sided (price boxes - one side)	HTC	60¢	_____	_____
<input type="checkbox"/> 6" x 9" - full color double sided (no price boxes)	HTG	60¢	_____	_____

Sale Tag Extender (Vertical with Prices on Right)

<input type="checkbox"/> 11" x 8.5" - full color 1 side	SSE	75¢	_____	_____
---	-----	-----	-------	-------

Sale Tag

<input type="checkbox"/> 3.625" x 8.5" - full color 1 sided	SSL	50¢	_____	_____
---	-----	-----	-------	-------

Bed End Card Holder Extender

<input type="checkbox"/> 11" x 11" - full color 1 sided vertical fits at side	VE	75¢	_____	_____
<input type="checkbox"/> 11" x 8.5" - full color 1 sided horizontal fits on top	HE	75¢	_____	_____

Foot Extender

<input type="checkbox"/> 11" x 8.5" - full color 1 sided	FE	75¢	_____	_____
--	----	-----	-------	-------

Balloons

<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 9" - Sealy Latex balloons	BAL-Sealy	20¢	_____	_____
<input type="checkbox"/> Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1	_____	_____

TOTAL



download or email samples to retailer.



SELECT CIRCULAR VERSION

Independence Day, Friday, July 4, 2008



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

•Order Complete Sample Pack \$7.50 ea. (includes all versions)
•Single Sheet 50¢ ea. •Tabs or Broadsheets \$1 ea.

CIRCULARS

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

CIRCULARS	CODE	QTY	PRICE
<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

TOTAL

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUS / FINANCE OFFER:

Bonus #1 _____
 Bonus #2 _____
 Bonus #3 _____
 Bonus #4 _____
 Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None

Option#

None

Option#

None

Option#

None

SELECT COVER
DROP-IN BOX

Option#

WRITE IN EVENT
SALE DATES

Record on calendar grid

Step 3. Event Planning SEALY LABOR DAY SALE

Code# 0407LD-1



Code# 0407LD-2



DIRECT MAIL

Zip code driven for targeted marketing.
FOR COMPLETE DETAILS SEE P. 28



DOWNLOAD OR EMAIL FREE ROP ADS

Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.



COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.

NOTES:

POINT-OF-PURCHASE

Poster

- 24" x 36" - full color 1 sided
- 24" x 36" - full color 1 sided



CODE	PRICE EA.	QTY	EXT. PRICE
POC	CUSTOM \$9	_____	_____
POG	GENERIC \$4	_____	_____

Banner - Indoor

- 7' x 3.5' - full color 1 sided
- 7' x 3.5' - full color 1 sided

BAC	CUSTOM \$90	_____	_____
BAG	GENERIC \$75	_____	_____

Ceiling Dangler

- 24" x 24" - full color front and back with hanging kit
- 24" x 24" - full color front and back with hanging kit

CDC	CUSTOM \$25	_____	_____
CDG	GENERIC \$20	_____	_____

"Alternate" Ceiling Dangler

- 14" x 22" - full color front and back with hanging kit
- 14" x 22" - full color front and back with hanging kit

CDCH	CUSTOM \$15	_____	_____
CDGH	GENERIC \$12	_____	_____

Buttons

- 2.25" - round full color clear cover w/pin back

BU	\$1	_____	_____
----	-----	-------	-------

Kiosk Replacement Panel

- 22.875" x 38.5" - full color 1 sided replacement panel

KP	\$30	_____	_____
----	------	-------	-------

Tent Card

- 8.5" x 5.25" - full color double sided
- 14" x 8" - full color double sided

TC	\$2	_____	_____
LTC	\$3	_____	_____

Hang Tag

- 6" x 9" - full color double sided (price boxes - one side)
- 6" x 9" - full color double sided (no price boxes)

HTC	60¢	_____	_____
HTG	60¢	_____	_____

Sale Tag Extender (Vertical with Prices on Right)

- 11" x 8.5" - full color 1 side

SSE	75¢	_____	_____
-----	-----	-------	-------

Sale Tag

- 3.625" x 8.5" - full color 1 sided

SSL	50¢	_____	_____
-----	-----	-------	-------

Bed End Card Holder Extender

- 11" x 11" - full color 1 sided vertical fits at side
- 11" x 8.5" - full color 1 sided horizontal fits on top

VE	75¢	_____	_____
HE	75¢	_____	_____

Foot Extender

- 11" x 8.5" - full color 1 sided

FE	75¢	_____	_____
----	-----	-------	-------

Balloons

- 18" - round foil balloons
- 18" - round foil balloons
- 9" - Sealy Latex balloons
- Curling Ribbon (66' White -\$1.00/Roll)

	80¢	_____	_____
	80¢	_____	_____
BAL-Sealy	20¢	_____	_____
CURRIB	\$1	_____	_____

TOTAL



download or email samples to retailer.



SELECT CIRCULAR VERSION

Labor Day, Monday, September 1, 2008



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

- Order Complete Sample Pack \$7.50 ea. (includes all versions)
- Single Sheet 50¢ ea. • Tabs or Broadsheets \$1 ea.

CIRCULARS

CODE

QTY

PRICE

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

TOTAL

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUS / FINANCE OFFER:

- Bonus #1 _____
- Bonus #2 _____
- Bonus #3 _____
- Bonus #4 _____
- Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None

Option#

None

Option#

None

Option#

None

SELECT COVER DROP-IN BOX

Option#

WRITE IN EVENT SALE DATES

Record on calendar grid



• POINT-OF-PURCHASE



• SPOT TV AVAILABLE



• FREE RADIO SCRIPTS



• FREE TV GRAPHICS



• FREE WEB BANNERS



• SEE BACK COVER

Step 3. Event Planning SEALY COLUMBUS DAY SALE

Code# 0707CD-1



Code# 0707CD-2



DIRECT MAIL

Zip code driven for targeted marketing.
FOR COMPLETE DETAILS SEE P. 28

DOWNLOAD OR EMAIL FREE ROP ADS

Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.

COMPLETE EVENT READY AD DVD AVAILABLE FOR \$7 EA.

NOTES:

POINT-OF-PURCHASE

Poster

DESCRIPTION	CODE	PRICE EA.	QTY	EXT. PRICE
<input type="checkbox"/> 24" x 36" - full color 1 sided	POC	CUSTOM \$9		
<input type="checkbox"/> 24" x 36" - full color 1 sided	POG	GENERIC \$4		

Banner - Indoor

<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90		
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAG	GENERIC \$75		

Ceiling Dangler

<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25		
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20		

"Alternate" Ceiling Dangler

<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15		
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12		

Buttons

<input type="checkbox"/> 2.25" - round full color clear cover w/pin back	BU	\$1		
--	----	-----	--	--

Kiosk Replacement Panel

<input type="checkbox"/> 22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30		
---	----	------	--	--

Tent Card

<input type="checkbox"/> 8.5" x 5.25" - full color double sided	TC	\$2		
<input type="checkbox"/> 14" x 8" - full color double sided	LTC	\$3		

Hang Tag

<input type="checkbox"/> 6" x 9" - full color double sided (price boxes - one side)	HTC	60¢		
<input type="checkbox"/> 6" x 9" - full color double sided (no price boxes)	HTG	60¢		

Sale Tag Extender (Vertical with Prices on Right)

<input type="checkbox"/> 11" x 8.5" - full color 1 side	SSE	75¢		
---	-----	-----	--	--

Sale Tag

<input type="checkbox"/> 3.625" x 8.5" - full color 1 sided	SSL	50¢		
---	-----	-----	--	--

Bed End Card Holder Extender

<input type="checkbox"/> 11" x 11" - full color 1 sided vertical fits at side	VE	75¢		
<input type="checkbox"/> 11" x 8.5" - full color 1 sided horizontal fits on top	HE	75¢		

Foot Extender

<input type="checkbox"/> 11" x 8.5" - full color 1 sided	FE	75¢		
--	----	-----	--	--

Balloons

<input type="checkbox"/> 18" - round foil balloons		80¢		
<input type="checkbox"/> 18" - round foil balloons		80¢		
<input type="checkbox"/> 9" - Sealy Latex balloons	BAL-Sealy	20¢		
<input type="checkbox"/> Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1		

TOTAL

GO ONLINE!

download or email samples to retailer.

PRINT

SELECT CIRCULAR VERSION

Columbus Day, Monday, October 13, 2008



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

Order Complete Sample Pack \$7.50 ea. (includes all versions)
 Single Sheet 50¢ ea. • Tabs or Broadsheets \$1 ea.

CIRCULARS

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

DESCRIPTION	CODE	QTY	PRICE
<input type="checkbox"/> VERSION 1	L-SS		
<input type="checkbox"/> VERSION 2	R-SS		
<input type="checkbox"/> VERSION 3	S-SS		

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/> VERSION 1	L-SS		
<input type="checkbox"/> VERSION 2	R-SS		
<input type="checkbox"/> VERSION 3	S-SS		

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/> VERSION 1	L-SS		
<input type="checkbox"/> VERSION 2	R-SS		
<input type="checkbox"/> VERSION 3	S-SS		

TOTAL

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUSES / FINANCE OFFER:

Bonus #1 _____

Bonus #2 _____

Bonus #3 _____

Bonus #4 _____

Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None

Option#

None

Option#

None

Option#

None

SELECT COVER
DROP-IN BOX

Option#

WRITE IN EVENT
SALE DATES

Record on calendar grid



Step 3. Event Planning SEALY VETERANS DAY SALE

GO ONLINE!

download or email samples to retailer.

PRINT

Code# 0506VD-1



TV AVAILABLE

Code# 0506VD-1



TV AVAILABLE

DIRECT MAIL

Zip code driven for targeted marketing.
FOR COMPLETE DETAILS SEE P. 28

PRINT

DOWNLOAD OR EMAIL FREE ROP ADS

Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.

PRINT

COMPLETE EVENT READY AD DVD AVAILABLE FOR \$7 EA.

NOTES:

POINT-OF-PURCHASE

Poster

POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE
<input type="checkbox"/> 24" x 36" - full color 1 sided	POC	CUSTOM \$9	_____	_____
<input type="checkbox"/> 24" x 36" - full color 1 sided	POG	GENERIC \$4	_____	_____

Banner - Indoor

<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90	_____	_____
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAG	GENERIC \$75	_____	_____

Ceiling Dangler

<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25	_____	_____
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20	_____	_____

"Alternate" Ceiling Dangler

<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15	_____	_____
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12	_____	_____

Buttons

<input type="checkbox"/> 2.25" - round full color clear cover w/pin back	BU	\$1	_____	_____
--	----	-----	-------	-------

Kiosk Replacement Panel

<input type="checkbox"/> 22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30	_____	_____
---	----	------	-------	-------

Tent Card

<input type="checkbox"/> 8.5" x 5.25" - full color double sided	TC	\$2	_____	_____
<input type="checkbox"/> 14" x 8" - full color double sided	LTC	\$3	_____	_____

Hang Tag

<input type="checkbox"/> 6" x 9" - full color double sided (price boxes - one side)	HTC	60¢	_____	_____
<input type="checkbox"/> 6" x 9" - full color double sided (no price boxes)	HTG	60¢	_____	_____

Sale Tag Extender (Vertical with Prices on Right)

<input type="checkbox"/> 11" x 8.5" - full color 1 side	SSE	75¢	_____	_____
---	-----	-----	-------	-------

Sale Tag

<input type="checkbox"/> 3.625" x 8.5" - full color 1 sided	SSL	50¢	_____	_____
---	-----	-----	-------	-------

Bed End Card Holder Extender

<input type="checkbox"/> 11" x 11" - full color 1 sided vertical fits at side	VE	75¢	_____	_____
<input type="checkbox"/> 11" x 8.5" - full color 1 sided horizontal fits on top	HE	75¢	_____	_____

Foot Extender

<input type="checkbox"/> 11" x 8.5" - full color 1 sided	FE	75¢	_____	_____
--	----	-----	-------	-------

Balloons

<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 9" - Sealy Latex balloons	BAL-Sealy	20¢	_____	_____
<input type="checkbox"/> Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1	_____	_____

TOTAL

SELECT CIRCULAR VERSION

Veterans Day, Thursday, November 11, 2009



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

•Order Complete Sample Pack \$7.50 ea. (includes all versions)
•Single Sheet 50¢ ea. •Tabs or Broadsheets \$1 ea.

CIRCULARS

CODE

QTY

PRICE

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

TOTAL

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUS / FINANCE OFFER:

Bonus #1 _____

Bonus #2 _____

Bonus #3 _____

Bonus #4 _____

Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None

Option#

None

Option#

None

Option#

None

SELECT COVER DROP-IN BOX

Option#

WRITE IN EVENT SALE DATES

Record on calendar grid

SALE

•POINT-OF-PURCHASE

TV AVAILABLE

•SPOT TV AVAILABLE

FREE RADIO SCRIPTS

•FREE TV GRAPHICS

TV GRAPHICS

•FREE WEB BANNERS

FREE

•SEE BACK COVER

?

9

Step 3. Event Planning SEALY ALL SIZE ONE PRICE

Code# 0906AS-1



TV AVAILABLE

Code# 0906AS-2



TV AVAILABLE

DIRECT MAIL

Zip code driven for targeted marketing.
FOR COMPLETE DETAILS SEE P. 28

DOWNLOAD OR EMAIL FREE ROP ADS

Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.

COMPLETE EVENT READY AD DVD AVAILABLE FOR \$7 EA.

NOTES:

POINT-OF-PURCHASE

Poster

	CODE	PRICE EA.	QTY	EXT. PRICE
<input type="checkbox"/> 24" x 36" - full color 1 sided	POC	CUSTOM \$9	_____	_____
<input type="checkbox"/> 24" x 36" - full color 1 sided	POG	GENERIC \$4	_____	_____

Banner - Indoor

<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90	_____	_____
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAG	GENERIC \$75	_____	_____

Ceiling Dangler

<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25	_____	_____
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20	_____	_____

"Alternate" Ceiling Dangler

<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15	_____	_____
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12	_____	_____

Buttons

<input type="checkbox"/> 2.25" - round full color clear cover w/pin back	BU	\$1	_____	_____
--	----	-----	-------	-------

Kiosk Replacement Panel

<input type="checkbox"/> 22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30	_____	_____
---	----	------	-------	-------

Tent Card

<input type="checkbox"/> 8.5" x 5.25" - full color double sided	TC	\$2	_____	_____
<input type="checkbox"/> 14" x 8" - full color double sided	LTC	\$3	_____	_____

Hang Tag

<input type="checkbox"/> 6" x 9" - full color double sided (price boxes - one side)	HTC	60¢	_____	_____
<input type="checkbox"/> 6" x 9" - full color double sided (no price boxes)	HTG	60¢	_____	_____

Sale Tag Extender (Vertical with Prices on Right)

<input type="checkbox"/> 11" x 8.5" - full color 1 side	SSE	75¢	_____	_____
---	-----	-----	-------	-------

Sale Tag

<input type="checkbox"/> 3.625" x 8.5" - full color 1 sided	SSL	50¢	_____	_____
---	-----	-----	-------	-------

Bed End Card Holder Extender

<input type="checkbox"/> 11" x 11" - full color 1 sided vertical fits at side	VE	75¢	_____	_____
<input type="checkbox"/> 11" x 8.5" - full color 1 sided horizontal fits on top	HE	75¢	_____	_____

Foot Extender

<input type="checkbox"/> 11" x 8.5" - full color 1 sided	FE	75¢	_____	_____
--	----	-----	-------	-------

Balloons

<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 9" - Sealy Latex balloons	BAL-Sealy	20¢	_____	_____
<input type="checkbox"/> Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1	_____	_____

TOTAL

GO ONLINE!

download or email samples to retailer.

PRINT

SELECT CIRCULAR VERSION



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

Order Complete Sample Pack \$7.50 ea. (includes all versions)
 Single Sheet 50¢ ea. • Tabs or Broadsheets \$1 ea.

CIRCULARS

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

	CODE	QTY	PRICE
<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

TOTAL

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUS / FINANCE OFFER:

Bonus #1 _____
 Bonus #2 _____
 Bonus #3 _____
 Bonus #4 _____
 Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None

Option#

None

Option#

None

Option#

None

SELECT COVER DROP-IN BOX

Option#

WRITE IN EVENT SALE DATES

Record on calendar grid

Step 3. Event Planning SEALY CLOSEOUT SALE



download or email samples to retailer.



SELECT CIRCULAR VERSION



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

•Order Complete Sample Pack \$7.50 ea. (includes all versions)
•Single Sheet 50¢ ea. •Tabs or Broadsheets \$1 ea.

CIRCULARS CODE QTY PRICE

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

<input type="checkbox"/>	VERSION 1	L-SS		
<input type="checkbox"/>	VERSION 2	R-SS		
<input type="checkbox"/>	VERSION 3	S-SS		

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/>	VERSION 1	L-SS		
<input type="checkbox"/>	VERSION 2	R-SS		
<input type="checkbox"/>	VERSION 3	S-SS		

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/>	VERSION 1	L-SS		
<input type="checkbox"/>	VERSION 2	R-SS		
<input type="checkbox"/>	VERSION 3	S-SS		

TOTAL

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUS / FINANCE OFFER:

Bonus #1 _____

Bonus #2 _____

Bonus #3 _____

Bonus #4 _____

Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None

Option# _____

None

Option# _____

None

Option# _____

None

Option# _____

None

Option# _____

WRITE IN EVENT SALE DATES

Record on calendar grid

Code# 0506CL-1



Code# 0506CL-2



DIRECT MAIL

Zip code driven for targeted marketing.
FOR COMPLETE DETAILS SEE P. 28

DOWNLOAD OR EMAIL FREE ROP ADS

Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.

COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.

NOTES:

POINT-OF-PURCHASE

Poster	CODE	PRICE EA.	QTY	EXT. PRICE
<input type="checkbox"/> 24" x 36" - full color 1 sided	POC	CUSTOM \$9		
<input type="checkbox"/> 24" x 36" - full color 1 sided	POG	GENERIC \$4		

Banner - Indoor

<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90		
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAG	GENERIC \$75		

Ceiling Dangler

<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25		
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20		

"Alternate" Ceiling Dangler

<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15		
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12		

Buttons

<input type="checkbox"/> 2.25" - round full color clear cover w/pin back	BU	\$1		
--	----	-----	--	--

Kiosk Replacement Panel

<input type="checkbox"/> 22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30		
---	----	------	--	--

Tent Card

<input type="checkbox"/> 8.5" x 5.25" - full color double sided	TC	\$2		
<input type="checkbox"/> 14" x 8" - full color double sided	LTC	\$3		

Hang Tag

<input type="checkbox"/> 6" x 9" - full color double sided (price boxes - one side)	HTC	60¢		
<input type="checkbox"/> 6" x 9" - full color double sided (no price boxes)	HTG	60¢		

Sale Tag Extender (Vertical with Prices on Right)

<input type="checkbox"/> 11" x 8.5" - full color 1 side	SSE	75¢		
---	-----	-----	--	--

Sale Tag

<input type="checkbox"/> 3.625" x 8.5" - full color 1 sided	SSL	50¢		
---	-----	-----	--	--

Bed End Card Holder Extender

<input type="checkbox"/> 11" x 11" - full color 1 sided vertical fits at side	VE	75¢		
<input type="checkbox"/> 11" x 8.5" - full color 1 sided horizontal fits on top	HE	75¢		

Foot Extender

<input type="checkbox"/> 11" x 8.5" - full color 1 sided	FE	75¢		
--	----	-----	--	--

Balloons

<input type="checkbox"/> 18" - round foil balloons		80¢		
<input type="checkbox"/> 18" - round foil balloons		80¢		
<input type="checkbox"/> 9" - Sealy Latex balloons	BAL-Sealy	20¢		
<input type="checkbox"/> Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1		

TOTAL

Step 3. Event Planning SEALY CLEAN-OUT, CLEAR-OUT, CLOSE-OUT



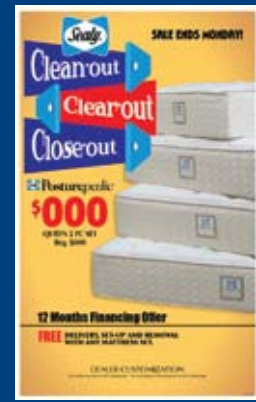
download or email samples to retailer.



SELECT CIRCULAR VERSION



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

•Order Complete Sample Pack \$7.50 ea. (includes all versions)
•Single Sheet 50¢ ea. •Tabs or Broadsheets \$1 ea.

Code# 0707CC-1



Code# 0707CC-2



POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE
Poster				
<input type="checkbox"/> 24" x 36" - full color 1 sided	POC	CUSTOM \$9	_____	_____
<input type="checkbox"/> 24" x 36" - full color 1 sided	POG	GENERIC \$4	_____	_____
Banner - Indoor				
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90	_____	_____
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAG	GENERIC \$75	_____	_____
Ceiling Dangler				
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25	_____	_____
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20	_____	_____
"Alternate" Ceiling Dangler				
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15	_____	_____
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12	_____	_____
Buttons				
<input type="checkbox"/> 2.25" - round full color clear cover w/pin back	BU	\$1	_____	_____
Kiosk Replacement Panel				
<input type="checkbox"/> 22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30	_____	_____
Tent Card				
<input type="checkbox"/> 8.5" x 5.25" - full color double sided	TC	\$2	_____	_____
<input type="checkbox"/> 14" x 8" - full color double sided	LTC	\$3	_____	_____
Hang Tag				
<input type="checkbox"/> 6" x 9" - full color double sided (price boxes - one side)	HTC	60¢	_____	_____
<input type="checkbox"/> 6" x 9" - full color double sided (no price boxes)	HTG	60¢	_____	_____
Sale Tag Extender (Vertical with Prices on Right)				
<input type="checkbox"/> 11" x 8.5" - full color 1 side	SSE	75¢	_____	_____
Sale Tag				
<input type="checkbox"/> 3.625" x 8.5" - full color 1 sided	SSL	50¢	_____	_____
Bed End Card Holder Extender				
<input type="checkbox"/> 11" x 11" - full color 1 sided vertical fits at side	VE	75¢	_____	_____
<input type="checkbox"/> 11" x 8.5" - full color 1 sided horizontal fits on top	HE	75¢	_____	_____
Foot Extender				
<input type="checkbox"/> 11" x 8.5" - full color 1 sided	FE	75¢	_____	_____
Balloons				
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 9" - Sealy Latex balloons	BAL-Sealy	20¢	_____	_____
<input type="checkbox"/> Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1	_____	_____

TOTAL _____

CIRCULARS CODE QTY PRICE

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

TOTAL _____

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUS / FINANCE OFFER:

Bonus #1 _____
 Bonus #2 _____
 Bonus #3 _____
 Bonus #4 _____
 Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None
Option# _____

None
Option# _____

None
Option# _____

None
Option# _____

None
Option# _____

WRITE IN EVENT SALE DATES

Record on calendar grid

DIRECT MAIL Zip code driven for targeted marketing. FOR COMPLETE DETAILS SEE P. 28

DOWNLOAD OR EMAIL FREE ROP ADS Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available. COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.

NOTES:

Step 3. Event Planning SEALY FACTORY DIRECT SALE



download or email samples to retailer.



SELECT CIRCULAR VERSION



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

- Order Complete Sample Pack \$7.50 ea. (includes all versions)
- Single Sheet 50¢ ea. •Tabs or Broadsheets \$1 ea.

CIRCULARS CODE QTY PRICE

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

<input type="checkbox"/>	VERSION 1	L-SS	_____	_____
<input type="checkbox"/>	VERSION 2	R-SS	_____	_____
<input type="checkbox"/>	VERSION 3	S-SS	_____	_____

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/>	VERSION 1	L-SS	_____	_____
<input type="checkbox"/>	VERSION 2	R-SS	_____	_____
<input type="checkbox"/>	VERSION 3	S-SS	_____	_____

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/>	VERSION 1	L-SS	_____	_____
<input type="checkbox"/>	VERSION 2	R-SS	_____	_____
<input type="checkbox"/>	VERSION 3	S-SS	_____	_____

TOTAL _____

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUS / FINANCE OFFER:

Bonus #1 _____

Bonus #2 _____

Bonus #3 _____

Bonus #4 _____

Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None

Option# _____

None

Option# _____

None

Option# _____

None

SELECT COVER DROP-IN BOX

Option# _____

WRITE IN EVENT SALE DATES

Record on calendar grid

Code# 0407FD-1



Code# 0407FD-2



DIRECT MAIL
 Zip code driven for targeted marketing.
FOR COMPLETE DETAILS SEE P. 28

DOWNLOAD OR EMAIL FREE ROP ADS
 Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.
COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.

NOTES:

POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE
Poster				
<input type="checkbox"/> 24" x 36" - full color 1 sided	POC	CUSTOM \$9	_____	_____
<input type="checkbox"/> 24" x 36" - full color 1 sided	POG	GENERIC \$4	_____	_____
Banner - Indoor				
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90	_____	_____
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAG	GENERIC \$75	_____	_____
Ceiling Dangler				
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25	_____	_____
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20	_____	_____
"Alternate" Ceiling Dangler				
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15	_____	_____
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12	_____	_____
Buttons				
<input type="checkbox"/> 2.25" - round full color clear cover w/pin back	BU	\$1	_____	_____
Kiosk Replacement Panel				
<input type="checkbox"/> 22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30	_____	_____
Tent Card				
<input type="checkbox"/> 8.5" x 5.25" - full color double sided	TC	\$2	_____	_____
<input type="checkbox"/> 14" x 8" - full color double sided	LTC	\$3	_____	_____
Hang Tag				
<input type="checkbox"/> 6" x 9" - full color double sided (price boxes - one side)	HTC	60¢	_____	_____
<input type="checkbox"/> 6" x 9" - full color double sided (no price boxes)	HTG	60¢	_____	_____
Sale Tag Extender (Vertical with Prices on Right)				
<input type="checkbox"/> 11" x 8.5" - full color 1 side	SSE	75¢	_____	_____
Sale Tag				
<input type="checkbox"/> 3.625" x 8.5" - full color 1 sided	SSL	50¢	_____	_____
Bed End Card Holder Extender				
<input type="checkbox"/> 11" x 11" - full color 1 sided vertical fits at side	VE	75¢	_____	_____
<input type="checkbox"/> 11" x 8.5" - full color 1 sided horizontal fits on top	HE	75¢	_____	_____
Foot Extender				
<input type="checkbox"/> 11" x 8.5" - full color 1 sided	FE	75¢	_____	_____
Balloons				
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 9" - Sealy Latex balloons	BAL-Sealy	20¢	_____	_____
<input type="checkbox"/> Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1	_____	_____

TOTAL _____

Step 3. Event Planning SEALY FREE BOXSPRING EVENT

Code# 0906BX-1



TV AVAILABLE

Code# 0906BX-2



TV AVAILABLE

DIRECT MAIL

Zip code driven for targeted marketing.
FOR COMPLETE DETAILS SEE P. 28

PRINT

DOWNLOAD OR EMAIL FREE ROP ADS

Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.

COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.

PRINT

NOTES:

POINT-OF-PURCHASE

Poster

- 24" x 36" - full color 1 sided
- 24" x 36" - full color 1 sided



CODE	PRICE EA.	QTY	EXT. PRICE
POC	CUSTOM \$9		
POG	GENERIC \$4		

Banner - Indoor

- 7' x 3.5' - full color 1 sided
- 7' x 3.5' - full color 1 sided

BAC	CUSTOM \$90		
BAG	GENERIC \$75		

Ceiling Dangler

- 24" x 24" - full color front and back with hanging kit
- 24" x 24" - full color front and back with hanging kit

CDC	CUSTOM \$25		
CDG	GENERIC \$20		

"Alternate" Ceiling Dangler

- 14" x 22" - full color front and back with hanging kit
- 14" x 22" - full color front and back with hanging kit

CDCH	CUSTOM \$15		
CDGH	GENERIC \$12		

Buttons

- 2.25" - round full color clear cover w/pin back

BU	\$1		
----	-----	--	--

Kiosk Replacement Panel

- 22.875" x 38.5" - full color 1 sided replacement panel

KP	\$30		
----	------	--	--

Tent Card

- 8.5" x 5.25" - full color double sided
- 14" x 8" - full color double sided

TC	\$2		
LTC	\$3		

Hang Tag

- 6" x 9" - full color double sided (price boxes - one side)
- 6" x 9" - full color double sided (no price boxes)

HTC	60¢		
HTG	60¢		

Sale Tag Extender (Vertical with Prices on Right)

- 11" x 8.5" - full color 1 side

SSE	75¢		
-----	-----	--	--

Sale Tag

- 3.625" x 8.5" - full color 1 sided

SSL	50¢		
-----	-----	--	--

Bed End Card Holder Extender

- 11" x 11" - full color 1 sided vertical fits at side
- 11" x 8.5" - full color 1 sided horizontal fits on top

VE	75¢		
HE	75¢		

Foot Extender

- 11" x 8.5" - full color 1 sided

FE	75¢		
----	-----	--	--

Balloons

- 18" - round foil balloons
- 18" - round foil balloons
- 9" - Sealy Latex balloons
- Curling Ribbon (66' White -\$1.00/Roll)

	80¢		
	80¢		
BAL-Sealy	20¢		
CURRIB	\$1		

TOTAL

GO ONLINE!

download or email samples to retailer.

PRINT

SELECT CIRCULAR VERSION



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

- Order Complete Sample Pack \$7.50 ea. (includes all versions)
- Single Sheet 50¢ ea. • Tabs or Broadsheets \$1 ea.

CIRCULARS

CODE QTY PRICE

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

<input type="checkbox"/> VERSION 1	L-SS		
<input type="checkbox"/> VERSION 2	R-SS		
<input type="checkbox"/> VERSION 3	S-SS		

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/> VERSION 1	L-SS		
<input type="checkbox"/> VERSION 2	R-SS		
<input type="checkbox"/> VERSION 3	S-SS		

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/> VERSION 1	L-SS		
<input type="checkbox"/> VERSION 2	R-SS		
<input type="checkbox"/> VERSION 3	S-SS		

TOTAL

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUS / FINANCE OFFER:

Bonus #1 _____
 Bonus #2 _____
 Bonus #3 _____
 Bonus #4 _____
 Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None

Option# _____

None

Option# _____

None

Option# _____

None
SELECT COVER
DROP-IN BOX

Option# _____

WRITE IN EVENT
SALE DATES

Record on calendar grid

Step 3. Event Planning SEALY INVENTORY REDUCTION



download or email samples to retailer.



SELECT CIRCULAR VERSION



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

•Order Complete Sample Pack \$7.50 ea. (includes all versions)
•Single Sheet 50¢ ea. •Tabs or Broadsheets \$1 ea.

Code# 0906IR-1



Code# 0906IR-2



POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE
Poster				
<input type="checkbox"/> 24" x 36" - full color 1 sided	POC	CUSTOM \$9	_____	_____
<input type="checkbox"/> 24" x 36" - full color 1 sided	POG	GENERIC \$4	_____	_____
Banner - Indoor				
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90	_____	_____
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAG	GENERIC \$75	_____	_____
Ceiling Dangler				
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25	_____	_____
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20	_____	_____
"Alternate" Ceiling Dangler				
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15	_____	_____
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12	_____	_____
Buttons				
<input type="checkbox"/> 2.25" - round full color clear cover w/pin back	BU	\$1	_____	_____
Kiosk Replacement Panel				
<input type="checkbox"/> 22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30	_____	_____
Tent Card				
<input type="checkbox"/> 8.5" x 5.25" - full color double sided	TC	\$2	_____	_____
<input type="checkbox"/> 14" x 8" - full color double sided	LTC	\$3	_____	_____
Hang Tag				
<input type="checkbox"/> 6" x 9" - full color double sided (price boxes - one side)	HTC	60¢	_____	_____
<input type="checkbox"/> 6" x 9" - full color double sided (no price boxes)	HTG	60¢	_____	_____
Sale Tag Extender (Vertical with Prices on Right)				
<input type="checkbox"/> 11" x 8.5" - full color 1 side	SSE	75¢	_____	_____
Sale Tag				
<input type="checkbox"/> 3.625" x 8.5" - full color 1 sided	SSL	50¢	_____	_____
Bed End Card Holder Extender				
<input type="checkbox"/> 11" x 11" - full color 1 sided vertical fits at side	VE	75¢	_____	_____
<input type="checkbox"/> 11" x 8.5" - full color 1 sided horizontal fits on top	HE	75¢	_____	_____
Foot Extender				
<input type="checkbox"/> 11" x 8.5" - full color 1 sided	FE	75¢	_____	_____
Balloons				
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 9" - Sealy Latex balloons	BAL-Sealy	20¢	_____	_____
<input type="checkbox"/> Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1	_____	_____

TOTAL _____

CIRCULARS CODE QTY PRICE

CIRCULARS	CODE	QTY	PRICE
Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m			
<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____
4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m			
<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____
Broadsheet: 13 x 21" 40# Coated, Cost \$27/m			
<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

TOTAL _____

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUS / FINANCE OFFER:

Bonus #1 _____

Bonus #2 _____

Bonus #3 _____

Bonus #4 _____

Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None

Option# _____

None

Option# _____

None

Option# _____

None

Option# _____

None

Option# _____

WRITE IN EVENT SALE DATES

Record on calendar grid

DIRECT MAIL
 Zip code driven for targeted marketing.
FOR COMPLETE DETAILS SEE P. 28

DOWNLOAD OR EMAIL FREE ROP ADS
 Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.
COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.

NOTES:

Step 3. Event Planning SEALY KING FOR A QUEEN SALE

Code# 0906KQ-1



Code# 0906KQ-2



DIRECT MAIL

Zip code driven for targeted marketing.
FOR COMPLETE DETAILS SEE P. 28

DOWNLOAD OR EMAIL FREE ROP ADS

Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.

COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.

NOTES:

POINT-OF-PURCHASE

Poster

	CODE	PRICE EA.	QTY	EXT. PRICE
<input type="checkbox"/> 24" x 36" - full color 1 sided	POC	CUSTOM \$9	_____	_____
<input type="checkbox"/> 24" x 36" - full color 1 sided	POG	GENERIC \$4	_____	_____

Banner - Indoor

<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90	_____	_____
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAG	GENERIC \$75	_____	_____

Ceiling Dangler

<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25	_____	_____
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20	_____	_____

"Alternate" Ceiling Dangler

<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15	_____	_____
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12	_____	_____

Buttons

<input type="checkbox"/> 2.25" - round full color clear cover w/pin back	BU	\$1	_____	_____
--	----	-----	-------	-------

Kiosk Replacement Panel

<input type="checkbox"/> 22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30	_____	_____
---	----	------	-------	-------

Tent Card

<input type="checkbox"/> 8.5" x 5.25" - full color double sided	TC	\$2	_____	_____
<input type="checkbox"/> 14" x 8" - full color double sided	LTC	\$3	_____	_____

Hang Tag

<input type="checkbox"/> 6" x 9" - full color double sided (price boxes - one side)	HTC	60¢	_____	_____
<input type="checkbox"/> 6" x 9" - full color double sided (no price boxes)	HTG	60¢	_____	_____

Sale Tag Extender (Vertical with Prices on Right)

<input type="checkbox"/> 11" x 8.5" - full color 1 side	SSE	75¢	_____	_____
---	-----	-----	-------	-------

Sale Tag

<input type="checkbox"/> 3.625" x 8.5" - full color 1 sided	SSL	50¢	_____	_____
---	-----	-----	-------	-------

Bed End Card Holder Extender

<input type="checkbox"/> 11" x 11" - full color 1 sided vertical fits at side	VE	75¢	_____	_____
<input type="checkbox"/> 11" x 8.5" - full color 1 sided horizontal fits on top	HE	75¢	_____	_____

Foot Extender

<input type="checkbox"/> 11" x 8.5" - full color 1 sided	FE	75¢	_____	_____
--	----	-----	-------	-------

Balloons

<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 9" - Sealy Latex balloons	BAL-Sealy	20¢	_____	_____
<input type="checkbox"/> Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1	_____	_____

TOTAL



download or email samples to retailer.



SELECT CIRCULAR VERSION



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

Order Complete Sample Pack \$7.50 ea. (includes all versions)
 Single Sheet 50¢ ea. • Tabs or Broadsheets \$1 ea.

CIRCULARS

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

	CODE	QTY	PRICE
<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

TOTAL

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUS / FINANCE OFFER:

Bonus #1 _____

Bonus #2 _____

Bonus #3 _____

Bonus #4 _____

Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None

Option#

None

Option#

None

Option#

None

SELECT COVER DROP-IN BOX

Option#

WRITE IN EVENT SALE DATES

Record on calendar grid



Step 3. Event Planning SEALY LOWEST PRICES OF THE SEASON



download or email samples to retailer.



SELECT CIRCULAR VERSION



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

•Order Complete Sample Pack \$7.50 ea. (includes all versions)
•Single Sheet 50¢ ea. •Tabs or Broadsheets \$1 ea.

CIRCULARS CODE QTY PRICE

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

<input type="checkbox"/>	VERSION 1	L-SS	_____	_____
<input type="checkbox"/>	VERSION 2	R-SS	_____	_____
<input type="checkbox"/>	VERSION 3	S-SS	_____	_____

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/>	VERSION 1	L-SS	_____	_____
<input type="checkbox"/>	VERSION 2	R-SS	_____	_____
<input type="checkbox"/>	VERSION 3	S-SS	_____	_____

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/>	VERSION 1	L-SS	_____	_____
<input type="checkbox"/>	VERSION 2	R-SS	_____	_____
<input type="checkbox"/>	VERSION 3	S-SS	_____	_____

TOTAL _____

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUS / FINANCE OFFER:

Bonus #1 _____

Bonus #2 _____

Bonus #3 _____

Bonus #4 _____

Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None

Option#

None

Option#

None

Option#

None

SELECT COVER DROP-IN BOX

Option#

WRITE IN EVENT SALE DATES

Record on calendar grid

Code# 0707LP-1



Code# 0707LP-2



DIRECT MAIL

Zip code driven for targeted marketing.
FOR COMPLETE DETAILS SEE P. 28



DOWNLOAD OR EMAIL FREE ROP ADS

Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.



COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.

NOTES:

POINT-OF-PURCHASE

Poster	CODE	PRICE EA.	QTY	EXT. PRICE
<input type="checkbox"/> 24" x 36" - full color 1 sided	POC	CUSTOM \$9	_____	_____
<input type="checkbox"/> 24" x 36" - full color 1 sided	POG	GENERIC \$4	_____	_____



Banner - Indoor

<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90	_____	_____
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAG	GENERIC \$75	_____	_____

Ceiling Dangler

<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25	_____	_____
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20	_____	_____

"Alternate" Ceiling Dangler

<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15	_____	_____
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12	_____	_____

Buttons

<input type="checkbox"/> 2.25" - round full color clear cover w/pin back	BU	\$1	_____	_____
--	----	-----	-------	-------

Kiosk Replacement Panel

<input type="checkbox"/> 22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30	_____	_____
---	----	------	-------	-------

Tent Card

<input type="checkbox"/> 8.5" x 5.25" - full color double sided	TC	\$2	_____	_____
<input type="checkbox"/> 14" x 8" - full color double sided	LTC	\$3	_____	_____

Hang Tag

<input type="checkbox"/> 6" x 9" - full color double sided (price boxes - one side)	HTC	60¢	_____	_____
<input type="checkbox"/> 6" x 9" - full color double sided (no price boxes)	HTG	60¢	_____	_____

Sale Tag Extender (Vertical with Prices on Right)

<input type="checkbox"/> 11" x 8.5" - full color 1 side	SSE	75¢	_____	_____
---	-----	-----	-------	-------

Sale Tag

<input type="checkbox"/> 3.625" x 8.5" - full color 1 sided	SSL	50¢	_____	_____
---	-----	-----	-------	-------

Bed End Card Holder Extender

<input type="checkbox"/> 11" x 11" - full color 1 sided vertical fits at side	VE	75¢	_____	_____
<input type="checkbox"/> 11" x 8.5" - full color 1 sided horizontal fits on top	HE	75¢	_____	_____

Foot Extender

<input type="checkbox"/> 11" x 8.5" - full color 1 sided	FE	75¢	_____	_____
--	----	-----	-------	-------

Balloons

<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 9" - Sealy Latex balloons	BAL-Sealy	20¢	_____	_____
<input type="checkbox"/> Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1	_____	_____

TOTAL _____



Step 3. Event Planning SEALY MEGA MATTRESS SALE

Code# 0206MM-1



Code# 0206MM-2



DIRECT MAIL

Zip code driven for targeted marketing.
FOR COMPLETE DETAILS SEE P. 28

DOWNLOAD OR EMAIL FREE ROP ADS

Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.

COMPLETE EVENT READY AD DVD AVAILABLE FOR \$7 EA.

NOTES:

POINT-OF-PURCHASE

Poster

POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE
<input type="checkbox"/> 24" x 36" - full color 1 sided	POC	CUSTOM \$9	_____	_____
<input type="checkbox"/> 24" x 36" - full color 1 sided	POG	GENERIC \$4	_____	_____

Banner - Indoor

<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90	_____	_____
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAG	GENERIC \$75	_____	_____

Ceiling Dangler

<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25	_____	_____
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20	_____	_____

"Alternate" Ceiling Dangler

<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15	_____	_____
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12	_____	_____

Buttons

<input type="checkbox"/> 2.25" - round full color clear cover w/pin back	BU	\$1	_____	_____
--	----	-----	-------	-------

Kiosk Replacement Panel

<input type="checkbox"/> 22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30	_____	_____
---	----	------	-------	-------

Tent Card

<input type="checkbox"/> 8.5" x 5.25" - full color double sided	TC	\$2	_____	_____
<input type="checkbox"/> 14" x 8" - full color double sided	LTC	\$3	_____	_____

Hang Tag

<input type="checkbox"/> 6" x 9" - full color double sided (price boxes - one side)	HTC	60¢	_____	_____
<input type="checkbox"/> 6" x 9" - full color double sided (no price boxes)	HTG	60¢	_____	_____

Sale Tag Extender (Vertical with Prices on Right)

<input type="checkbox"/> 11" x 8.5" - full color 1 side	SSE	75¢	_____	_____
---	-----	-----	-------	-------

Sale Tag

<input type="checkbox"/> 3.625" x 8.5" - full color 1 sided	SSL	50¢	_____	_____
---	-----	-----	-------	-------

Bed End Card Holder Extender

<input type="checkbox"/> 11" x 11" - full color 1 sided vertical fits at side	VE	75¢	_____	_____
<input type="checkbox"/> 11" x 8.5" - full color 1 sided horizontal fits on top	HE	75¢	_____	_____

Foot Extender

<input type="checkbox"/> 11" x 8.5" - full color 1 sided	FE	75¢	_____	_____
--	----	-----	-------	-------

Balloons

<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 9" - Sealy Latex balloons	BAL-Sealy	20¢	_____	_____
<input type="checkbox"/> Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1	_____	_____

TOTAL



download or email samples to retailer.



SELECT CIRCULAR VERSION



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

•Order Complete Sample Pack \$7.50 ea. (includes all versions)
•Single Sheet 50¢ ea. •Tabs or Broadsheets \$1 ea.

CIRCULARS

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

CIRCULARS	CODE	QTY	PRICE
<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

TOTAL

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUSES / FINANCE OFFER:

Bonus #1 _____

Bonus #2 _____

Bonus #3 _____

Bonus #4 _____

Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None

Option#

None

Option#

None

Option#

None

SELECT COVER
DROP-IN BOX

Option#

WRITE IN EVENT
SALE DATES

Record on calendar grid



Step 3. Event Planning SEALY INVENTORY REDUCTION



download or email samples to retailer.



SELECT CIRCULAR VERSION



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

- Order Complete Sample Pack \$7.50 ea. (includes all versions)
- Single Sheet 50¢ ea. •Tabs or Broadsheets \$1 ea.

Code# 0106RT-1



Code# 0106RT-2



POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE
Poster				
<input type="checkbox"/> 24" x 36" - full color 1 sided	POC	CUSTOM \$9	_____	_____
<input type="checkbox"/> 24" x 36" - full color 1 sided	POG	GENERIC \$4	_____	_____
Banner - Indoor				
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90	_____	_____
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAG	GENERIC \$75	_____	_____
Ceiling Dangler				
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25	_____	_____
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20	_____	_____
"Alternate" Ceiling Dangler				
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15	_____	_____
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12	_____	_____
Buttons				
<input type="checkbox"/> 2.25" - round full color clear cover w/pin back	BU	\$1	_____	_____
Kiosk Replacement Panel				
<input type="checkbox"/> 22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30	_____	_____
Tent Card				
<input type="checkbox"/> 8.5" x 5.25" - full color double sided	TC	\$2	_____	_____
<input type="checkbox"/> 14" x 8" - full color double sided	LTC	\$3	_____	_____
Hang Tag				
<input type="checkbox"/> 6" x 9" - full color double sided (price boxes - one side)	HTC	60¢	_____	_____
<input type="checkbox"/> 6" x 9" - full color double sided (no price boxes)	HTG	60¢	_____	_____
Sale Tag Extender (Vertical with Prices on Right)				
<input type="checkbox"/> 11" x 8.5" - full color 1 side	SSE	75¢	_____	_____
Sale Tag				
<input type="checkbox"/> 3.625" x 8.5" - full color 1 sided	SSL	50¢	_____	_____
Bed End Card Holder Extender				
<input type="checkbox"/> 11" x 11" - full color 1 sided vertical fits at side	VE	75¢	_____	_____
<input type="checkbox"/> 11" x 8.5" - full color 1 sided horizontal fits on top	HE	75¢	_____	_____
Foot Extender				
<input type="checkbox"/> 11" x 8.5" - full color 1 sided	FE	75¢	_____	_____
Balloons				
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 9" - Sealy Latex balloons	BAL-Sealy	20¢	_____	_____
<input type="checkbox"/> Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1	_____	_____

TOTAL _____

DIRECT MAIL
 Zip code driven for targeted marketing.
FOR COMPLETE DETAILS SEE P. 28

DOWNLOAD OR EMAIL FREE ROP ADS
 Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.
COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.

NOTES:

CIRCULARS CODE QTY PRICE

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

TOTAL _____

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUS / FINANCE OFFER:

Bonus #1 _____

Bonus #2 _____

Bonus #3 _____

Bonus #4 _____

Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None

 Option#

None

 Option#

None

 Option#

None
SELECT COVER DROP-IN BOX

 Option#

WRITE IN EVENT SALE DATES

 Record on calendar grid

Step 3. Event Planning SEALY GRAND OPENING CELEBRATION

Code# 0906GO-1



TV AVAILABLE

Code# 906GO-2



TV AVAILABLE

DIRECT MAIL

Zip code driven for targeted marketing.
FOR COMPLETE DETAILS SEE P. 28

DOWNLOAD OR EMAIL FREE ROP ADS

Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.

COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.

NOTES:

POINT-OF-PURCHASE

Poster

	CODE	PRICE EA.	QTY	EXT. PRICE
<input type="checkbox"/> 24" x 36" - full color 1 sided	POC	CUSTOM \$9	_____	_____
<input type="checkbox"/> 24" x 36" - full color 1 sided	POG	GENERIC \$4	_____	_____

Banner - Indoor

<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90	_____	_____
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAG	GENERIC \$75	_____	_____

Ceiling Dangler

<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25	_____	_____
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20	_____	_____

"Alternate" Ceiling Dangler

<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15	_____	_____
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12	_____	_____

Buttons

<input type="checkbox"/> 2.25" - round full color clear cover w/pin back	BU	\$1	_____	_____
--	----	-----	-------	-------

Kiosk Replacement Panel

<input type="checkbox"/> 22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30	_____	_____
---	----	------	-------	-------

Tent Card

<input type="checkbox"/> 8.5" x 5.25" - full color double sided	TC	\$2	_____	_____
<input type="checkbox"/> 14" x 8" - full color double sided	LTC	\$3	_____	_____

Hang Tag

<input type="checkbox"/> 6" x 9" - full color double sided (price boxes - one side)	HTC	60¢	_____	_____
<input type="checkbox"/> 6" x 9" - full color double sided (no price boxes)	HTG	60¢	_____	_____

Sale Tag Extender (Vertical with Prices on Right)

<input type="checkbox"/> 11" x 8.5" - full color 1 side	SSE	75¢	_____	_____
---	-----	-----	-------	-------

Sale Tag

<input type="checkbox"/> 3.625" x 8.5" - full color 1 sided	SSL	50¢	_____	_____
---	-----	-----	-------	-------

Bed End Card Holder Extender

<input type="checkbox"/> 11" x 11" - full color 1 sided vertical fits at side	VE	75¢	_____	_____
<input type="checkbox"/> 11" x 8.5" - full color 1 sided horizontal fits on top	HE	75¢	_____	_____

Foot Extender

<input type="checkbox"/> 11" x 8.5" - full color 1 sided	FE	75¢	_____	_____
--	----	-----	-------	-------

Balloons

<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 9" - Sealy Latex balloons	BAL-Sealy	20¢	_____	_____
<input type="checkbox"/> Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1	_____	_____

TOTAL

GO ONLINE!

download or email samples to retailer.

PRINT

SELECT CIRCULAR VERSION



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

•Order Complete Sample Pack \$7.50 ea. (includes all versions)
•Single Sheet 50¢ ea. •Tabs or Broadsheets \$1 ea.

CIRCULARS

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

	CODE	QTY	PRICE
<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

TOTAL

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUSES / FINANCE OFFER:

Bonus #1 _____

Bonus #2 _____

Bonus #3 _____

Bonus #4 _____

Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None

Option#

None

Option#

None

Option#

None

SELECT COVER DROP-IN BOX

Option#

WRITE IN EVENT SALE DATES

Record on calendar grid



Step 3. Event Planning SEALY SPECIAL PURCHASE



download or email samples to retailer.



SELECT CIRCULAR VERSION



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

- Order Complete Sample Pack \$7.50 ea. (includes all versions)
- Single Sheet 50¢ ea. •Tabs or Broadsheets \$1 ea.

CIRCULARS CODE QTY PRICE

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

<input type="checkbox"/>	VERSION 1	L-SS	_____	_____
<input type="checkbox"/>	VERSION 2	R-SS	_____	_____
<input type="checkbox"/>	VERSION 3	S-SS	_____	_____

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/>	VERSION 1	L-SS	_____	_____
<input type="checkbox"/>	VERSION 2	R-SS	_____	_____
<input type="checkbox"/>	VERSION 3	S-SS	_____	_____

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/>	VERSION 1	L-SS	_____	_____
<input type="checkbox"/>	VERSION 2	R-SS	_____	_____
<input type="checkbox"/>	VERSION 3	S-SS	_____	_____

TOTAL

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUS / FINANCE OFFER:

Bonus #1 _____

Bonus #2 _____

Bonus #3 _____

Bonus #4 _____

Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None

Option# _____

None

Option# _____

None

Option# _____

None

SELECT COVER DROP-IN BOX

Option# _____

WRITE IN EVENT SALE DATES

Record on calendar grid

Code# 0107SP-1



Code# 0107SP-2



DIRECT MAIL

- Zip code driven for targeted marketing.
- FOR COMPLETE DETAILS SEE P. 28

DOWNLOAD OR EMAIL FREE ROP ADS

- Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.

COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.

NOTES:

POINT-OF-PURCHASE

Poster

<input type="checkbox"/>	24" x 36" - full color 1 sided	POC	CUSTOM \$9	_____	_____
<input type="checkbox"/>	24" x 36" - full color 1 sided	POG	GENERIC \$4	_____	_____

Banner - Indoor

<input type="checkbox"/>	7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90	_____	_____
<input type="checkbox"/>	7' x 3.5' - full color 1 sided	BAG	GENERIC \$75	_____	_____

Ceiling Dangler

<input type="checkbox"/>	24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25	_____	_____
<input type="checkbox"/>	24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20	_____	_____

"Alternate" Ceiling Dangler

<input type="checkbox"/>	14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15	_____	_____
<input type="checkbox"/>	14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12	_____	_____

Buttons

<input type="checkbox"/>	2.25" - round full color clear cover w/pin back	BU	\$1	_____	_____
--------------------------	---	----	-----	-------	-------

Kiosk Replacement Panel

<input type="checkbox"/>	22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30	_____	_____
--------------------------	--	----	------	-------	-------

Tent Card

<input type="checkbox"/>	8.5" x 5.25" - full color double sided	TC	\$2	_____	_____
<input type="checkbox"/>	14" x 8" - full color double sided	LTC	\$3	_____	_____

Hang Tag

<input type="checkbox"/>	6" x 9" - full color double sided (price boxes - one side)	HTC	60¢	_____	_____
<input type="checkbox"/>	6" x 9" - full color double sided (no price boxes)	HTG	60¢	_____	_____

Sale Tag Extender (Vertical with Prices on Right)

<input type="checkbox"/>	11" x 8.5" - full color 1 side	SSE	75¢	_____	_____
--------------------------	--------------------------------	-----	-----	-------	-------

Sale Tag

<input type="checkbox"/>	3.625" x 8.5" - full color 1 sided	SSL	50¢	_____	_____
--------------------------	------------------------------------	-----	-----	-------	-------

Bed End Card Holder Extender

<input type="checkbox"/>	11" x 11" - full color 1 sided vertical fits at side	VE	75¢	_____	_____
<input type="checkbox"/>	11" x 8.5" - full color 1 sided horizontal fits on top	HE	75¢	_____	_____

Foot Extender

<input type="checkbox"/>	11" x 8.5" - full color 1 sided	FE	75¢	_____	_____
--------------------------	---------------------------------	----	-----	-------	-------

Balloons

<input type="checkbox"/>	18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/>	18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/>	9" - Sealy Latex balloons	BAL-Sealy	20¢	_____	_____
<input type="checkbox"/>	Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1	_____	_____

TOTAL



•SPOT TV AVAILABLE



•FREE RADIO SCRIPTS



•FREE TV GRAPHICS



•FREE WEB BANNERS



•SEE BACK COVER

Step 3. Event Planning SEALY TRIPLE CHOICE SALE

Code# 0707TC-1



TV AVAILABLE

Code# 0707TC-2



TV AVAILABLE

DIRECT MAIL

Zip code driven for targeted marketing.
FOR COMPLETE DETAILS SEE P. 28



DOWNLOAD OR EMAIL FREE ROP ADS

Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.

COMPLETE EVENT READY AD DVD AVAILABLE FOR \$7 EA.



NOTES:

POINT-OF-PURCHASE

Poster

- 24" x 36" - full color 1 sided
- 24" x 36" - full color 1 sided

CODE	PRICE EA.	QTY	EXT. PRICE
POC	CUSTOM \$9		
POG	GENERIC \$4		

Banner - Indoor

- 7' x 3.5' - full color 1 sided
- 7' x 3.5' - full color 1 sided

CODE	PRICE EA.	QTY	EXT. PRICE
BAC	CUSTOM \$90		
BAG	GENERIC \$75		

Ceiling Dangler

- 24" x 24" - full color front and back with hanging kit
- 24" x 24" - full color front and back with hanging kit

CODE	PRICE EA.	QTY	EXT. PRICE
CDC	CUSTOM \$25		
CDG	GENERIC \$20		

"Alternate" Ceiling Dangler

- 14" x 22" - full color front and back with hanging kit
- 14" x 22" - full color front and back with hanging kit

CODE	PRICE EA.	QTY	EXT. PRICE
CDCH	CUSTOM \$15		
CDGH	GENERIC \$12		

Buttons

- 2.25" - round full color clear cover w/pin back

CODE	PRICE EA.	QTY	EXT. PRICE
BU	\$1		

Kiosk Replacement Panel

- 22.875" x 38.5" - full color 1 sided replacement panel

CODE	PRICE EA.	QTY	EXT. PRICE
KP	\$30		

Tent Card

- 8.5" x 5.25" - full color double sided
- 14" x 8" - full color double sided

CODE	PRICE EA.	QTY	EXT. PRICE
TC	\$2		
LTC	\$3		

Hang Tag

- 6" x 9" - full color double sided (price boxes - one side)
- 6" x 9" - full color double sided (no price boxes)

CODE	PRICE EA.	QTY	EXT. PRICE
HTC	60¢		
HTG	60¢		

Sale Tag Extender (Vertical with Prices on Right)

- 11" x 8.5" - full color 1 side

CODE	PRICE EA.	QTY	EXT. PRICE
SSE	75¢		

Sale Tag

- 3.625" x 8.5" - full color 1 sided

CODE	PRICE EA.	QTY	EXT. PRICE
SSL	50¢		

Bed End Card Holder Extender

- 11" x 11" - full color 1 sided vertical fits at side
- 11" x 8.5" - full color 1 sided horizontal fits on top

CODE	PRICE EA.	QTY	EXT. PRICE
VE	75¢		
HE	75¢		

Foot Extender

- 11" x 8.5" - full color 1 sided

CODE	PRICE EA.	QTY	EXT. PRICE
FE	75¢		

Balloons

- 18" - round foil balloons
- 18" - round foil balloons
- 9" - Sealy Latex balloons
- Curling Ribbon (66' White -\$1.00/Roll)

CODE	PRICE EA.	QTY	EXT. PRICE
	80¢		
	80¢		
BAL-Sealy	20¢		
CURRIB	\$1		

TOTAL

GO ONLINE!

download or email samples to retailer.

PRINT

SELECT CIRCULAR VERSION



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

- Order Complete Sample Pack \$7.50 ea. (includes all versions)
- Single Sheet 50¢ ea. • Tabs or Broadsheets \$1 ea.

CIRCULARS

CODE QTY PRICE

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

<input type="checkbox"/> VERSION 1	L-SS		
<input type="checkbox"/> VERSION 2	R-SS		
<input type="checkbox"/> VERSION 3	S-SS		

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/> VERSION 1	L-SS		
<input type="checkbox"/> VERSION 2	R-SS		
<input type="checkbox"/> VERSION 3	S-SS		

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/> VERSION 1	L-SS		
<input type="checkbox"/> VERSION 2	R-SS		
<input type="checkbox"/> VERSION 3	S-SS		

TOTAL

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUS / FINANCE OFFER:

- Bonus #1 _____
- Bonus #2 _____
- Bonus #3 _____
- Bonus #4 _____
- Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None

Option#

None

Option#

None

Option#

None

SELECT COVER DROP-IN BOX

Option#

WRITE IN EVENT SALE DATES

Record on calendar grid



Step 3. Event Planning SEALY TRUCKLOAD SALE



download or email samples to retailer.



SELECT CIRCULAR VERSION



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

•Order Complete Sample Pack \$7.50 ea. (includes all versions)
•Single Sheet 50¢ ea. •Tabs or Broadsheets \$1 ea.

Code# 0107TL-1



Code# 0107TL-2



DIRECT MAIL
 Zip code driven for targeted marketing.
FOR COMPLETE DETAILS SEE P. 28

DOWNLOAD OR EMAIL FREE ROP ADS
 Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.
COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.

NOTES:

POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE
Poster				
<input type="checkbox"/> 24" x 36" - full color 1 sided	POC	CUSTOM \$9	_____	_____
<input type="checkbox"/> 24" x 36" - full color 1 sided	POG	GENERIC \$4	_____	_____
Banner - Indoor				
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90	_____	_____
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAG	GENERIC \$75	_____	_____
Ceiling Dangler				
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25	_____	_____
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20	_____	_____
"Alternate" Ceiling Dangler				
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15	_____	_____
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12	_____	_____
Buttons				
<input type="checkbox"/> 2.25" - round full color clear cover w/pin back	BU	\$1	_____	_____
Kiosk Replacement Panel				
<input type="checkbox"/> 22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30	_____	_____
Tent Card				
<input type="checkbox"/> 8.5" x 5.25" - full color double sided	TC	\$2	_____	_____
<input type="checkbox"/> 14" x 8" - full color double sided	LTC	\$3	_____	_____
Hang Tag				
<input type="checkbox"/> 6" x 9" - full color double sided (price boxes - one side)	HTC	60¢	_____	_____
<input type="checkbox"/> 6" x 9" - full color double sided (no price boxes)	HTG	60¢	_____	_____
Sale Tag Extender (Vertical with Prices on Right)				
<input type="checkbox"/> 11" x 8.5" - full color 1 side	SSE	75¢	_____	_____
Sale Tag				
<input type="checkbox"/> 3.625" x 8.5" - full color 1 sided	SSL	50¢	_____	_____
Bed End Card Holder Extender				
<input type="checkbox"/> 11" x 11" - full color 1 sided vertical fits at side	VE	75¢	_____	_____
<input type="checkbox"/> 11" x 8.5" - full color 1 sided horizontal fits on top	HE	75¢	_____	_____
Foot Extender				
<input type="checkbox"/> 11" x 8.5" - full color 1 sided	FE	75¢	_____	_____
Balloons				
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 9" - Sealy Latex balloons	BAL-Sealy	20¢	_____	_____
<input type="checkbox"/> Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1	_____	_____

TOTAL _____

CIRCULARS CODE QTY PRICE

CIRCULARS	CODE	QTY	PRICE
Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m			
<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____
4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m			
<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____
Broadsheet: 13 x 21" 40# Coated, Cost \$27/m			
<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

TOTAL _____

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUS / FINANCE OFFER:

Bonus #1 _____

Bonus #2 _____

Bonus #3 _____

Bonus #4 _____

Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None
Option# _____

None
Option# _____

None
Option# _____

None
SELECT COVER DROP-IN BOX
Option# _____

WRITE IN EVENT SALE DATES
Record on calendar grid

Step 3. Event Planning **ULTIMATE SEALY SALE**

Code# 0407UM-1



TV AVAILABLE

Code# 0407UM-2



TV AVAILABLE

DIRECT MAIL

Zip code driven for targeted marketing.
FOR COMPLETE DETAILS SEE P. 28



DOWNLOAD OR EMAIL FREE ROP ADS

Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.



COMPLETE EVENT READY AD DVD
AVAILABLE FOR \$7 EA.

NOTES:

POINT-OF-PURCHASE

Poster

POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE
<input type="checkbox"/> 24" x 36" - full color 1 sided	POC	CUSTOM \$9	_____	_____
<input type="checkbox"/> 24" x 36" - full color 1 sided	POG	GENERIC \$4	_____	_____

Banner - Indoor

<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90	_____	_____
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAG	GENERIC \$75	_____	_____

Ceiling Dangler

<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25	_____	_____
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20	_____	_____

"Alternate" Ceiling Dangler

<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15	_____	_____
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12	_____	_____

Buttons

<input type="checkbox"/> 2.25" - round full color clear cover w/pin back	BU	\$1	_____	_____
--	----	-----	-------	-------

Kiosk Replacement Panel

<input type="checkbox"/> 22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30	_____	_____
---	----	------	-------	-------

Tent Card

<input type="checkbox"/> 8.5" x 5.25" - full color double sided	TC	\$2	_____	_____
<input type="checkbox"/> 14" x 8" - full color double sided	LTC	\$3	_____	_____

Hang Tag

<input type="checkbox"/> 6" x 9" - full color double sided (price boxes - one side)	HTC	60¢	_____	_____
<input type="checkbox"/> 6" x 9" - full color double sided (no price boxes)	HTG	60¢	_____	_____

Sale Tag Extender (Vertical with Prices on Right)

<input type="checkbox"/> 11" x 8.5" - full color 1 side	SSE	75¢	_____	_____
---	-----	-----	-------	-------

Sale Tag

<input type="checkbox"/> 3.625" x 8.5" - full color 1 sided	SSL	50¢	_____	_____
---	-----	-----	-------	-------

Bed End Card Holder Extender

<input type="checkbox"/> 11" x 11" - full color 1 sided vertical fits at side	VE	75¢	_____	_____
<input type="checkbox"/> 11" x 8.5" - full color 1 sided horizontal fits on top	HE	75¢	_____	_____

Foot Extender

<input type="checkbox"/> 11" x 8.5" - full color 1 sided	FE	75¢	_____	_____
--	----	-----	-------	-------

Balloons

<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 9" - Sealy Latex balloons	BAL-Sealy	20¢	_____	_____
<input type="checkbox"/> Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1	_____	_____

TOTAL

GO ONLINE!

download or email samples to retailer.

PRINT

SELECT CIRCULAR VERSION



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

•Order Complete Sample Pack \$7.50 ea. (includes all versions)
•Single Sheet 50¢ ea. •Tabs or Broadsheets \$1 ea.

CIRCULARS

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

CIRCULARS	CODE	QTY	PRICE
<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

TOTAL

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUS / FINANCE OFFER:

Bonus #1 _____

Bonus #2 _____

Bonus #3 _____

Bonus #4 _____

Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None

Option#

None

Option#

None

Option#

None

SELECT COVER
DROP-IN BOX

Option#

WRITE IN EVENT
SALE DATES

Record on calendar grid



Step 3. Event Planning SEALY WAREHOUSE SALE



download or email samples to retailer.



SELECT CIRCULAR VERSION



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

- Order Complete Sample Pack \$7.50 ea. (includes all versions)
- Single Sheet 50¢ ea. •Tabs or Broadsheets \$1 ea.

CIRCULARS CODE QTY PRICE

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

<input type="checkbox"/>	VERSION 1	L-SS	_____	_____
<input type="checkbox"/>	VERSION 2	R-SS	_____	_____
<input type="checkbox"/>	VERSION 3	S-SS	_____	_____

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/>	VERSION 1	L-SS	_____	_____
<input type="checkbox"/>	VERSION 2	R-SS	_____	_____
<input type="checkbox"/>	VERSION 3	S-SS	_____	_____

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/>	VERSION 1	L-SS	_____	_____
<input type="checkbox"/>	VERSION 2	R-SS	_____	_____
<input type="checkbox"/>	VERSION 3	S-SS	_____	_____

TOTAL _____

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUS / FINANCE OFFER:

Bonus #1 _____

Bonus #2 _____

Bonus #3 _____

Bonus #4 _____

Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None

Option# _____

None

Option# _____

None

Option# _____

None

SELECT COVER DROP-IN BOX

Option# _____

WRITE IN EVENT SALE DATES

Record on calendar grid

Code# 0906WH-1



Code# 0906WH-2



DIRECT MAIL
 Zip code driven for targeted marketing.
FOR COMPLETE DETAILS SEE P. 28

DOWNLOAD OR EMAIL FREE ROP ADS
 Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.
COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.

NOTES:

POINT-OF-PURCHASE CODE PRICE EA. QTY EXT. PRICE

Poster

<input type="checkbox"/>	24" x 36" - full color 1 sided	POC	CUSTOM \$9	_____	_____
<input type="checkbox"/>	24" x 36" - full color 1 sided	POG	GENERIC \$4	_____	_____

Banner - Indoor

<input type="checkbox"/>	7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90	_____	_____
<input type="checkbox"/>	7' x 3.5' - full color 1 sided	BAG	GENERIC \$75	_____	_____

Ceiling Dangler

<input type="checkbox"/>	24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25	_____	_____
<input type="checkbox"/>	24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20	_____	_____

"Alternate" Ceiling Dangler

<input type="checkbox"/>	14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15	_____	_____
<input type="checkbox"/>	14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12	_____	_____

Buttons

<input type="checkbox"/>	2.25" - round full color clear cover w/pin back	BU	\$1	_____	_____
--------------------------	---	----	-----	-------	-------

Kiosk Replacement Panel

<input type="checkbox"/>	22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30	_____	_____
--------------------------	--	----	------	-------	-------

Tent Card

<input type="checkbox"/>	8.5" x 5.25" - full color double sided	TC	\$2	_____	_____
<input type="checkbox"/>	14" x 8" - full color double sided	LTC	\$3	_____	_____

Hang Tag

<input type="checkbox"/>	6" x 9" - full color double sided (price boxes - one side)	HTC	60¢	_____	_____
<input type="checkbox"/>	6" x 9" - full color double sided (no price boxes)	HTG	60¢	_____	_____

Sale Tag Extender (Vertical with Prices on Right)

<input type="checkbox"/>	11" x 8.5" - full color 1 side	SSE	75¢	_____	_____
--------------------------	--------------------------------	-----	-----	-------	-------

Sale Tag

<input type="checkbox"/>	3.625" x 8.5" - full color 1 sided	SSL	50¢	_____	_____
--------------------------	------------------------------------	-----	-----	-------	-------

Bed End Card Holder Extender

<input type="checkbox"/>	11" x 11" - full color 1 sided vertical fits at side	VE	75¢	_____	_____
<input type="checkbox"/>	11" x 8.5" - full color 1 sided horizontal fits on top	HE	75¢	_____	_____

Foot Extender

<input type="checkbox"/>	11" x 8.5" - full color 1 sided	FE	75¢	_____	_____
--------------------------	---------------------------------	----	-----	-------	-------

Balloons

<input type="checkbox"/>	18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/>	18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/>	9" - Sealy Latex balloons	BAL-Sealy	20¢	_____	_____
<input type="checkbox"/>	Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1	_____	_____

TOTAL _____

Step 3. Event Planning SEALY YEAR END CLEARANCE



download or email samples to retailer.



SELECT CIRCULAR VERSION



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

- Order Complete Sample Pack \$7.50 ea. (includes all versions)
- Single Sheet 50¢ ea. •Tabs or Broadsheets \$1 ea.

Code# 0506YEC-1



Code# 0506YEC-2



DIRECT MAIL

- Zip code driven for targeted marketing.
- FOR COMPLETE DETAILS SEE P. 28**

DOWNLOAD OR EMAIL FREE ROP ADS

- Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.
- COMPLETE EVENT READY AD DVD AVAILABLE FOR \$7 EA.**

NOTES:

POINT-OF-PURCHASE

Poster

	CODE	PRICE EA.	QTY	EXT. PRICE
<input type="checkbox"/> 24" x 36" - full color 1 sided	POC	CUSTOM \$9	_____	_____
<input type="checkbox"/> 24" x 36" - full color 1 sided	POG	GENERIC \$4	_____	_____

Banner - Indoor

<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90	_____	_____
<input type="checkbox"/> 7' x 3.5' - full color 1 sided	BAG	GENERIC \$75	_____	_____

Ceiling Dangler

<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25	_____	_____
<input type="checkbox"/> 24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20	_____	_____

"Alternate" Ceiling Dangler

<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15	_____	_____
<input type="checkbox"/> 14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12	_____	_____

Buttons

<input type="checkbox"/> 2.25" - round full color clear cover w/pin back	BU	\$1	_____	_____
--	----	-----	-------	-------

Kiosk Replacement Panel

<input type="checkbox"/> 22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30	_____	_____
---	----	------	-------	-------

Tent Card

<input type="checkbox"/> 8.5" x 5.25" - full color double sided	TC	\$2	_____	_____
<input type="checkbox"/> 14" x 8" - full color double sided	LTC	\$3	_____	_____

Hang Tag

<input type="checkbox"/> 6" x 9" - full color double sided (price boxes - one side)	HTC	60¢	_____	_____
<input type="checkbox"/> 6" x 9" - full color double sided (no price boxes)	HTG	60¢	_____	_____

Sale Tag Extender (Vertical with Prices on Right)

<input type="checkbox"/> 11" x 8.5" - full color 1 side	SSE	75¢	_____	_____
---	-----	-----	-------	-------

Sale Tag

<input type="checkbox"/> 3.625" x 8.5" - full color 1 sided	SSL	50¢	_____	_____
---	-----	-----	-------	-------

Bed End Card Holder Extender

<input type="checkbox"/> 11" x 11" - full color 1 sided vertical fits at side	VE	75¢	_____	_____
<input type="checkbox"/> 11" x 8.5" - full color 1 sided horizontal fits on top	HE	75¢	_____	_____

Foot Extender

<input type="checkbox"/> 11" x 8.5" - full color 1 sided	FE	75¢	_____	_____
--	----	-----	-------	-------

Balloons

<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 18" - round foil balloons		80¢	_____	_____
<input type="checkbox"/> 9" - Sealy Latex balloons	BAL-Sealy	20¢	_____	_____
<input type="checkbox"/> Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1	_____	_____

TOTAL

CIRCULARS

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

	CODE	QTY	PRICE
<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

TOTAL

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUSES / FINANCE OFFER:

Bonus #1 _____

Bonus #2 _____

Bonus #3 _____

Bonus #4 _____

Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None

Option# _____

None

Option# _____

None

Option# _____

None

SELECT COVER DROP-IN BOX

Option# _____

WRITE IN EVENT SALE DATES

Record on calendar grid



Step 3. Event Planning SEALY JANUARY CLEARANCE



download or email samples to retailer.



SELECT CIRCULAR VERSION



VERSION 1



VERSION 2



VERSION 3

Layouts subject to change.

•Order Complete Sample Pack \$7.50 ea. (includes all versions)
•Single Sheet 50¢ ea. •Tabs or Broadsheets \$1 ea.

Code# 0906JC-1



Code# 0906JC-2



DIRECT MAIL

Zip code driven for targeted marketing.
FOR COMPLETE DETAILS SEE P. 28



DOWNLOAD OR EMAIL FREE ROP ADS

Email free ROP ad link to your retailers ad departments or newspaper. Linked files include native Indesign® CS 3 files plus fonts and photos. PDF version are also available.



COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.

NOTES:

POINT-OF-PURCHASE

Poster

- 24" x 36" - full color 1 sided
- 24" x 36" - full color 1 sided



CODE	PRICE EA.	QTY	EXT. PRICE
POC	CUSTOM \$9	_____	_____
POG	GENERIC \$4	_____	_____

Banner - Indoor

- 7' x 3.5' - full color 1 sided
- 7' x 3.5' - full color 1 sided

BAC	CUSTOM \$90	_____	_____
BAG	GENERIC \$75	_____	_____

Ceiling Dangler

- 24" x 24" - full color front and back with hanging kit
- 24" x 24" - full color front and back with hanging kit

CDC	CUSTOM \$25	_____	_____
CDG	GENERIC \$20	_____	_____

"Alternate" Ceiling Dangler

- 14" x 22" - full color front and back with hanging kit
- 14" x 22" - full color front and back with hanging kit

CDCH	CUSTOM \$15	_____	_____
CDGH	GENERIC \$12	_____	_____

Buttons

- 2.25" - round full color clear cover w/pin back

BU	\$1	_____	_____
----	-----	-------	-------

Kiosk Replacement Panel

- 22.875" x 38.5" - full color 1 sided replacement panel

KP	\$30	_____	_____
----	------	-------	-------

Tent Card

- 8.5" x 5.25" - full color double sided
- 14" x 8" - full color double sided

TC	\$2	_____	_____
LTC	\$3	_____	_____

Hang Tag

- 6" x 9" - full color double sided (price boxes - one side)
- 6" x 9" - full color double sided (no price boxes)

HTC	60¢	_____	_____
HTG	60¢	_____	_____

Sale Tag Extender (Vertical with Prices on Right)

- 11" x 8.5" - full color 1 side

SSE	75¢	_____	_____
-----	-----	-------	-------

Sale Tag

- 3.625" x 8.5" - full color 1 sided

SSL	50¢	_____	_____
-----	-----	-------	-------

Bed End Card Holder Extender

- 11" x 11" - full color 1 sided vertical fits at side
- 11" x 8.5" - full color 1 sided horizontal fits on top

VE	75¢	_____	_____
HE	75¢	_____	_____

Foot Extender

- 11" x 8.5" - full color 1 sided

FE	75¢	_____	_____
----	-----	-------	-------

Balloons

- 18" - round foil balloons
- 18" - round foil balloons
- 9" - Sealy Latex balloons
- Curling Ribbon (66' White -\$1.00/Roll)

	80¢	_____	_____
	80¢	_____	_____
BAL-Sealy	20¢	_____	_____
CURRIB	\$1	_____	_____

TOTAL

CIRCULARS

CODE

QTY

PRICE

Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

Broadsheet: 13 x 21" 40# Coated, Cost \$27/m

<input type="checkbox"/> VERSION 1	L-SS	_____	_____
<input type="checkbox"/> VERSION 2	R-SS	_____	_____
<input type="checkbox"/> VERSION 3	S-SS	_____	_____

TOTAL

IMPORTANT: See P. 29 for set-up and freight charges.

EVENT BONUS / FINANCE OFFER:

Bonus #1 _____

Bonus #2 _____

Bonus #3 _____

Bonus #4 _____

Finance Offer: _____

SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28

None

Option# _____

None

Option# _____

None

Option# _____

None

SELECT COVER DROP-IN BOX

Option# _____

WRITE IN EVENT SALE DATES

Record on calendar grid



•POINT-OF-PURCHASE



•SPOT TV AVAILABLE



•FREE RADIO SCRIPTS



•FREE TV GRAPHICS



•FREE WEB BANNERS



•SEE BACK COVER

DIRECT MAIL

Direct Mail is a valuable, cost-effective way to tell your customers who you are, and what your business offers. A Direct Mail campaign offers customers a chance to learn about your business. It can also:

- Promote interest in a new product or service
- Generate sales and orders
- Drive traffic to your store, Web site, etc.
- Cultivate long-term relationships
- Build and increase brand recognition



Customers respond to mail that addresses their interests and needs. According to a recent study commissioned by the USPS 64% of consumers purchased from Mail received within the last month.

Direct Mail offers a targeted way to reach your current and potential customers. It drives customers to your business and it has advantages over other advertising mediums. Direct Mail is:

- 1. Targeted.** It allows you to focus on your specific audience, directing your campaign to the market you want to reach using existing customers lists or targeted geographic/demographic lists.
- 2. Personal.** Direct Mail can address customers by name – not only in the address field but through the piece via variable data options.
- 3. Flexible.** Direct Mail can be sent in a variety of formats, including letters, postcards, or brochures.
- 4. Tangible.** Customers can hold your mail piece, referring to your message as often as needed.
- 5. Measurable.** The results of your Direct Mail campaign can be tracked by counting the responses or inquiries it generates. You'll know what worked and adjust your plans accordingly.
- 6. Cost effective.** A Direct Mail campaign makes your advertising dollars go further, because your targeted message goes directly to the people you want to reach.



Call Graphic Visions for your Direct Mail needs @ 877-767-3336.

CIRCULAR BACK PAGES & COVER DROP-INS

Choose your circular back page option **IMPORTANT: drop-in designs are subject to change without notice.**

The grid contains 18 circular back page and cover drop-in options, each featuring a different mattress model and a circular label with a code:

- BC-1 TrueForm
- BC-2 TrueForm
- BC-3 SpringFree
- BC-4 SpringFree
- BC-5 Natural Rest
- BC-6 Natural Origins
- BC-7 S&F Highlands
- BC-8 S&F Provencal
- BC-9 S&F Catalonia
- BC-10 S&F Dynasty
- BC-11 S&F Wellington
- BC-12 S&F Siena
- BC-13 Adjustable Base
- BC-14 Comfort Series Latex
- BC-15 Comfort Series Memory Foam
- BC-16 RightTouch
- BC-17 RightTouch
- BC-18 Promotional

Choose your front cover drop-in box option **IMPORTANT: drop-in designs are subject to change without notice.**

The row contains 9 front cover drop-in box options, each featuring a different mattress model and a circular label with a code:

- DI-1 TrueForm
- DI-2 SpringFree
- DI-3 Posturepedic Natural Rest
- DI-4 Sleep Exceptionally
- DI-5 Adjustable Comfort
- DI-6 Comfort Series
- DI-7 RightTouch
- DI-8 RightTouch
- DI-9 Promotional

PRICING 101

PRICING 101 – Sealy Posturepedic Specialty and Stearns & Foster

All Brand Image Products will be now governed by the two-tiered MMAP/IMAP Program
If minimum advertised price is \$1999.00, Retailer can:

- Advertise and market in the store at \$1999 or above and give RSA ability to negotiate down to \$1799 in order to close the sale.
- Advertise in the paper (or any other media) at \$1999 and indicate “take 10% off” (or any amount of dollars or percentage up to 10%).
- NEW: The Retailer can “do the math” but needs to do the math
- Advertise at MMAP and have an in-store special at the lower price
- Do anything in between:
- i.e. advertise at \$1899.00 and give RSA ability to move lower (to \$1799) to make the sale.

IMAP

Rules still require that the retailer NOT advertise more than 50% off.

“Doing the math”:

\$1,999.00
-199.90
= \$1,799.10 This Week

- Can say “take off \$199.00 on this product.”
- Can say take an additional 10% off in the ad copy.
- In ad, while now the final IMAP price can be shown, MMAP or higher must also be shown
- In store, the retailer can have the IMAP price prominently displayed.
- Ad must show the MMAP price or higher in order to support the IMAP concept (can show MMAP price and say “10% off” or MMAP price and show certain dollar amount off as long as it is 10% or less than 10% off of MMAP. Math can be done, i.e., final price can be shown as long as MMAP or an original price that’s higher than MMAP is also shown)

example DO and DON'T

**Stearns & Foster
Camdenhurst Plush**
\$1,199⁹⁹
Queen, 2 pc. Set
**PLUS, Take An
Additional 10% OFF**

Original Advertising Example
Old IMAP 10% OFF (no math)
STILL APPROVED

**Stearns & Foster
Camdenhurst Plush**
**Take An Additional
10% OFF**
Sale \$944
Queen, 2 pc. Set

**Non-Compliant Advertising
Example:**
IMAP without original MMAP or
higher price.

**Stearns & Foster
Camdenhurst Plush
Queen 2 pc. Set**
Sale Less NOW
\$1,199⁹⁹ 10% OFF \$1,079

**NEW Effective Dec. 17th 2007
Sales Event Advertising**
IMAP allowing 10% OFF

DON'T show more than 50% off

Actual MMAP in this example is \$1199 - cannot show more than 50% off, even if ultimate/final price is above IMAP or even MMAP

**Stearns & Foster
Camdenhurst Plush**
Sale \$3,499⁹⁹
Queen, 2 pc. Set
**PLUS Take An Additional
60% OFF**

**Cannot Say More
Than 50% Off**

**Stearns & Foster
Camdenhurst Plush
Queen 2 pc. Set**
WAS NOW
\$2,999 \$1,079

**Cannot Say More Than 50% Off
Even “Implicitly”**

CIRCULAR SIZES, COSTS AND RETAILER REQUIREMENTS:

Single Sheet - Print \$17.00/m; Setup - \$250.00; Freight - \$3.45/m

- 8 3/8" x 11"; 60# Coated Paper; Full Bleed; Shipped in cartons (Add \$1.00/m)

4 Page Tab - Print \$25.00/m; Setup - \$350.00; Freight - \$4.20/m

- 10 1/2" x 11"; 45# Coated Paper; No Bleed; All quantities under 30,000 will be shipped in cartons (Add \$1.00/m)

2 Page Broadsheet - Print \$27.00/m; Setup - \$350.00; Freight - \$4.45/m

- 13" x 21"; 40# Coated Paper; No Bleed; All quantities under 30,000 will be shipped in cartons (Add \$1.00/m)

• Proofing will be sent primarily via email; therefore an email address is required.

• All final proofing will be accepted from the Dealer unless otherwise noted.

• Please submit all necessary artwork in a clean, black & white format or as a “High Resolution” color file. Digital files should be “.eps”, “.tif”, or “.jpg” at least 300 DPI at final size. Submit logos online with the upload function provided on the IRAP web site.

• Shipment to more than one destination will be subject to an additional drop charge of \$50.00 per additional drop.

• All shipping costs may be subject to a “fuel surcharge” if applicable

• MINIMUM ORDER - 10,000 pieces.

• Please call for quote on custom pieces or for individual quantities over 500,000

DEALER'S SEALY PLANT COST

	Single Sheet	Tab	Broadsheet
SET-UP COST (See details above).....	= \$ _____	_____	_____
PRINT COST (Totals from event planning pages P. 4-27)	= \$ _____	_____	_____
1/4 FOLDING (If required-Quantity x \$2.00/m).....	= \$ _____	_____	_____
CARTONS (If required-Quantity x \$1.00/m - Inside cover)	= \$ _____	_____	_____
FREIGHT COST (See details above).....	= \$ _____	_____	_____
ADDITIONAL FREIGHT DROP (\$50.00 each after 1st drop).....	= \$ _____	_____	_____
ADDITIONAL PROOF COST (\$25.00 each after 1st proof).....	= \$ _____	_____	_____
TOTAL DEALER'S SEALY PLANT COST	= \$ _____	_____	_____



ICONS DEFINITIONS: **IMPORTANT: Media icons on the event planning pages indicate what kind of advertising media is available.**



Print:

- Circulars - for reaching the largest number of customers at one time. Direct Mail - for reaching targeted consumers by ZIP code with specific demographic details. For both use the printed pricing work sheets to collect dealer information or visit the IRAP web site to input dealer specific information. Then simply re-use the same information for additional sale events. **FREE ROP** ads - just email the link provided to your dealers ad departments or newspapers. Link includes Indesign® CS files, plus fonts and images. PDF versions are also available.



Point-of-Purchase:

- Integrate your sale events with point-of-purchase materials to match your sale theme. Includes: posters, buttons, banners, balloons and more for the perfect consumer shopping experience.



Fully Customized TV Commercial:

- Work directly with HPL writers to develop a full 30-second audio track that is written specifically for your store. The video will remain unchanged: however, all audio and graphics will be customized to your specifications.



FREE Radio Scripts:

- Have your local radio station produce your dealer's radio commercials. Just email the link of the radio script (provided in Word format) to your dealer's ad department or the radio station.



FREE TV Graphics:

- Have your local TV station produce your dealers' TV commercials. Just email the TV graphics link to your dealers' ad department or TV station. To create the finished TV commercial, the local TV station will need to supply voice over work and sound effects.



FREE Web Banners:

- Help your dealers' web sites with free web banner ads designed in Adobe Flash® and saved in a variety of industry standard sizes. Just email the web banner link to your dealer's ad department or web master.

RETAIL ADVERTISING PARTNERS:



- Circulars
- Direct Mail
- Point of Purchase

Phone: 1-877-767-3336

Fax: 404-767-1053 • Web: www.gvsealy.com

800 Port 14 Place • Atlanta, GA 30349

CircularsCamisha Houston (camishab@gvu.net)

Point of Purchase.....Crystal Pirtle (crystal@gvu.net)

Special ProjectsJoyce Stephens (joyce@gvu.net)

Special ProjectsChristie Daniel (christie@gvu.net)

Special ProjectsDon Brown (don@gvu.net)

Event Theme Point of Purchase Production

- Order due to Graphic Visions 3 Weeks prior to "Need by" date.

Direct Mail Production

- Final names list and order due to Graphic Visions 6 weeks prior to in-home date.



- SPOT Television
- Radio Scripts

Phone: 1-800-878-8989

Mailing Address:
101 Schilling Road • Suite 30
Hunt Valley, MD 21031

SPOT Television Ad Production

- Order due to Horich Parks Lebow 3 Weeks prior to "Need by" date.

Radio Ad Production

- Order due to Horich Parks Lebow 3 Weeks prior to "Need by" date.

Circular Print Schedule (See Calendar Grid P. 2-3)

WRITE IN YOUR SALE EVENT TITLE OR EVENT CODE

Orders must be placed 4 weeks before product delivery date.

*See pages 2 and 3 to review monthly calendar grid.

Event	Product Delivery Date	Orders Due to Graphic Visions*
Event 3 _____ <i>President's Day</i>	01/25/08	12/28/07
Event 4 _____ <i>President's Day</i>	02/01/08	01/04/08
Event 5 _____	02/15/08	01/18/08
Event 6 _____	02/29/08	02/01/08
Event 7 _____	03/14/08	02/15/08
Event 8 _____	03/28/08	02/29/08
Event 9 _____	04/11/08	03/14/08
Event 10 _____ <i>Memorial Day</i>	05/02/08	04/04/08
Event 11 _____ <i>Memorial Day</i>	05/09/08	04/11/08
Event 12 _____	05/23/08	04/25/08
Event 13 _____ <i>4th of July</i>	06/06/08	05/09/08
Event 14 _____ <i>4th of July</i>	06/13/08	05/16/08
Event 15 _____	06/27/08	05/30/08
Event 16 _____	07/11/08	06/13/08
Event 17 _____	07/25/08	06/27/08
Event 18 _____ <i>Labor Day</i>	08/08/08	07/11/08
Event 19 _____ <i>Labor Day</i>	08/15/08	07/18/08
Event 20 _____	08/29/08	08/01/08
Event 21 _____	09/12/08	08/15/08
Event 22 _____ <i>Columbus Day</i>	09/19/08	08/22/08
Event 23 _____	10/03/08	09/05/08
Event 24 _____ <i>Veteran's Day</i>	10/17/08	09/19/08
Event 25 _____ <i>Veteran's Day</i>	10/24/08	09/26/08
Event 26 _____	11/07/08	10/10/08
Event 27 _____	11/21/08	10/24/08
Event 28 _____	12/05/08	11/07/08
Event 29 _____	12/12/08	11/22/08
Event 30 _____ <i>New Years</i>	12/23/08	11/28/08
Event 31 _____	01/09/09	12/12/08
Event 32 _____	01/23/09	12/23/09
Event 33 _____	01/30/09	01/02/09

**B1G1
BUY ONE
GET ONE
FREE
CIRCULAR
OFFER
FROM
SEALY**

B1G1 BUY ONE GET ONE FREE OFFER FROM SEALY

- Purpose: Focus dealer advertising during the major holidays on Sealy and S&F.
- Time Frame: From Memorial Day through Veterans' Day.
- Specifics: For each circular purchased during the B1G1 period, Sealy will pay the print cost only of an additional circular (same format size & quantity) for a separate promotion during the B1G1 period.