

# retail advertising

#### **PROGRAM**

TABLE OF CONTENTS:
Sale Event IconsP. 1
Calendar GridP. 2
Calendar GridP. 3
Sealy President's Day SaleP. 4
Sealy Memorial Day SaleP. 5
Sealy July 4th SaleP. 6
Sealy Labor Day SaleP. 7
Sealy Columbus Day SaleP. 8
Sealy Veterans Day SaleP. 9
Sealy All Size EventP. 10
Sealy CloseoutP. 11
Sealy Clean-out, Clear-out, CloseoutP. 12
Sealy Factory Direct SaleP. 13
Sealy Free Boxspring EventP. 14
Sealy Inventory ReductionP. 15
Sealy King for Queen SaleP. 16
Sealy Lowest Prices of the SeasonP. 17
Sealy Mega Mattress SaleP. 18
Sealy Red Tag SaleP. 19
Sealy Grand Opening CelebrationP. 20
Sealy Special PurchaseP. 21
Sealy Triple Choice SaleP. 22
Sealy Truckload SaleP. 23
Sealy Ultimate Mattress SaleP. 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 DetailsP. 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.





PROGRAM

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



C# 0106PD-1



C# 0707CD-1



C# 0106PD-2

C# 0707CD-2



Sale Dates



Memoria Day

C# 0107MD-2





C# 0107JU-2



C# 0407LD-1 P. 7

C# 0407LD-2







PRESIDENT'S DAY



C# 0107MD-1











C# 0506CL-1 Sale Dates



C# 0506CL-2



C# 0707CC-1 P.12



C# 0707CC-2 P. 12





C# 0407FD-2



C# 0906BX-1 P. 14



C# 0906BX-2



C# 0906IR-1





C# 0906KQ-1



C# 0906KQ-2 Sale Dates



P. 17 Sale Dates



C# 0707LP-2 P. 17 Sale Dates



C# 0206MM-1 Sale Dates



C# 0206MM-2



C# 0106RT-1 P.19 Sale Date



C# 0106RT-2 P.19



C# 0906GO-1





C# 0107SP-1 P. 21



C# 0107SP-2 Sale Dates



C# 0707TC-1 P. 22



C# 0707TC-2



C# 0107TL-1 P. 23



C# 0107TL-2 P. 23 Sale Dates













Sale Dates







Sale Dates







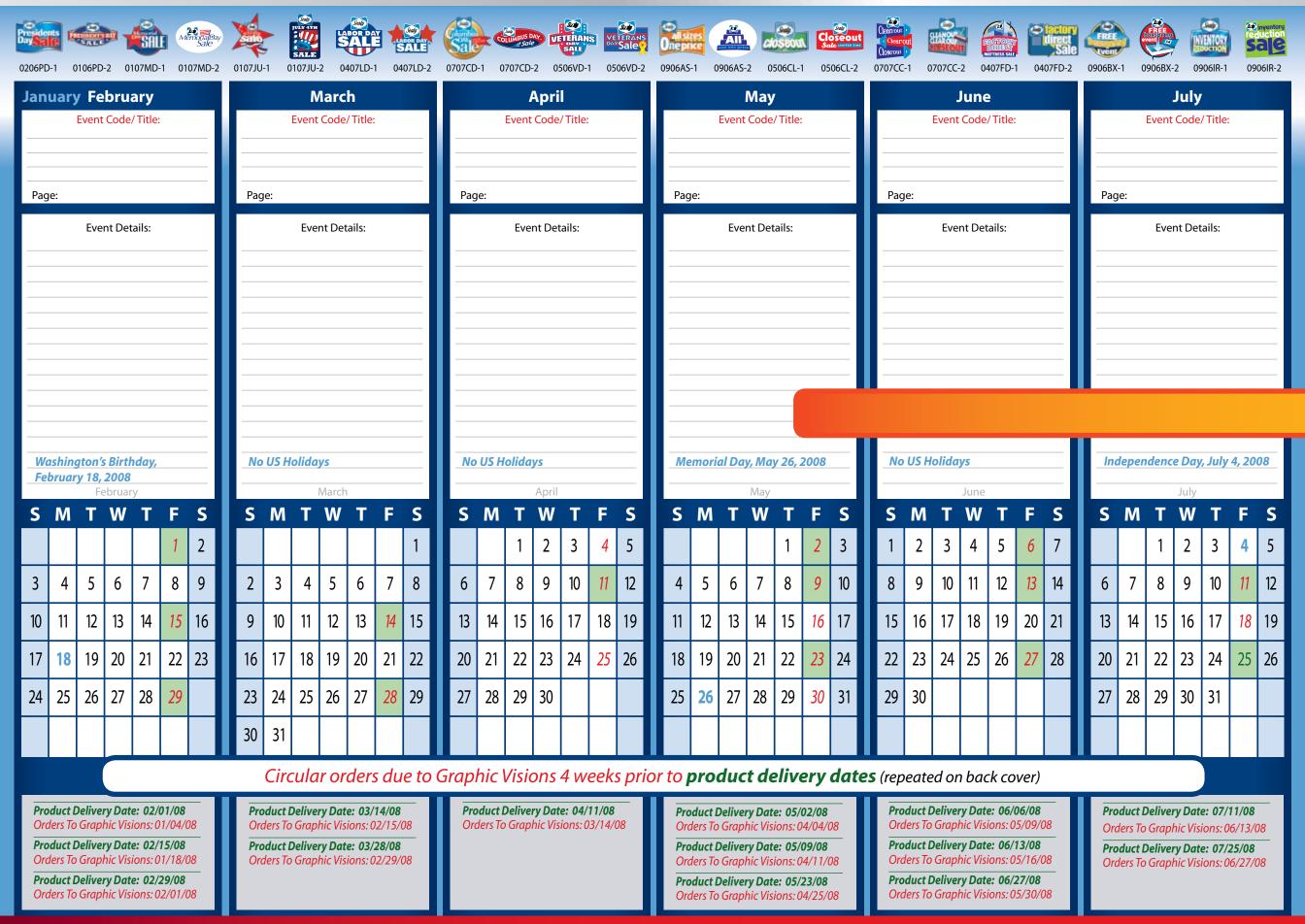








## Step 2. CHOOSE THE BEST DATES TO RUN YOUR RETAILERS EVENTS Record your plans





#### **LOOK FOR NEW EVENTS ONLINE**







































0906WH-2 0506YE-1



0506YE-2



	August
	Event Code/Title:
age:	
	Event Details:





























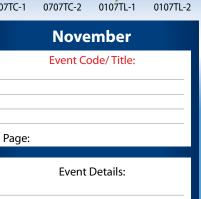


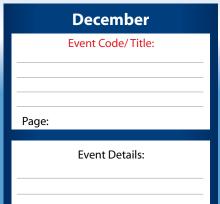
0500KQ 1 0500KQ 2 0707El 1 0707El 2	0200141141
August	September
Event Code/ Title:	Event Code/ Title
Page:	Page:
Event Details:	Event Details:





**Event Details:** 







#### **B1G1** BUY ONE GET ONE FREE CIRCULAR OFFER FROM SEALY (SEE BACK COVER) Labor Day, September 1, 2008 **No US Holidays** Columbus Day, October 13, 2008 Veterans Day, November 11, 2008

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						

Halloween, October 31, 2008 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		





Christmas Day, December 25, 2008

Martin Luther King Day, January 19, 2009 January 2009

**New Years Day January 1, 2009** 

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

## 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



#### **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.

PRINT

PRINT

**COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.** 

NOTES:		

POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE
Poster  24" x 36" - full color 1 sided  24" x 36" - full color 1 sided	POC POG	CUSTOM \$9 GENERIC \$4		
	POG	GENERIC 34		
Banner - Indoor  7' x 3.5' - full color 1 sided 7' x 3.5' - full color 1 sided	BAC BAG	CUSTOM \$90 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 CDG	CUSTOM \$25 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		CUSTOM \$15 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	КР	\$30		
Tent Card  8.5" x 5.25" - full color double sided  14" x 8" - full color double sided	TC LTC	\$2 \$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 HTG	60¢ 60¢		
Sale Tag Extender (Vertical with Prices on Righ  11" x 8.5" - full color 1 side	<b>t)</b> 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 HE	75¢ 75¢		
Foot Extender  11" x 8.5" - full color 1 sided	FE	75¢		
Balloons				
18" - round foil balloons		80¢		
18" - round foil balloons	DAL C	80¢		
9" - Sealy Latex balloons  Curling Ribbon (66' White -\$1.00/Roll)	BAL-Sealy CURRIB	20¢ \$1		
TOTAL				

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	CODE	QTY	PRICE	SELECT COVER & BACK PAGE OPTION SEE PAGE 28
Single Sheet: 8.3	375 x 11" 60	# Coated, Cost :	\$17/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS	<del></del>		
VERSION 3	S-SS			Option#
4 Page Tab: 10.5	x 11" folded	l, 45# Coated, C	ost \$25/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
				Ontion#

VENSION I	L 33		<del></del>
VERSION 2	R-SS		
VERSION 3	S-SS		Option#
Broadsheet: 13	x 21" 40#	Coated, Cost \$27/m	□ None
VERSION 1	L-SS		
VERSION 2	R-SS		
VERSION 3	S-SS		Option#
TOTAL			□ None SELECT COVER
MPORTANT: See P. 29	for set-up an	nd freight charges.	DROP-IN BOX

$\sim$	 _		

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

## **EVENT BONUSES / FINANCE OFFER:**

Bonus #1 Bonus #2 Bonus #3 Bonus #4 Finance Offer: \_

Option# WRITE IN EVENT **SALE DATES** 

Record on calendar grid

## Step 3. Event Planning SEALY MEMORIAL DAY SALE



#### **DIRECT MAIL**

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

PRINT

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.** 

NOTES:		

Poster    24"x 36"- full color 1 sided   POC   CUSTOM 59     24"x 36"- full color 1 sided   POG   GENERIC 54     Banner - Indoor     7"x 3.5"- full color 1 sided   BAC   CUSTOM 590     7"x 3.5"- full color 1 sided   BAG   GENERIC 575     24"x 24"- full color 1 sided   BAG   GENERIC 575     24"x 24"- full color front and back with hanging kit   CDC   CUSTOM 525     24"x 24"- full color front and back with hanging kit   CDC   GENERIC 520     "Alternate" Ceiling Dangler     14"x 22"- full color front and back with hanging kit   CDCH   CUSTOM 515     14"x 22"- full color front and back with hanging kit   CDCH   GENERIC 512     Buttons     2.25"- round full color clear cover w/pin back   BU   S1     Kiosk Replacement Panel     22.875" x 38.5"- full color 1 sided replacement panel   KP   S30     Tent Card     8.5"x 5.25"- full color double sided   TC   \$2     14"x 8"- full color double sided (price boxes - one side)   HTC   60¢     6"x 9"- full color double sided (price boxes - one side)   HTC   60¢     6"x 9"- full color double sided (no price boxes)   HTG   60¢     53el Tag Extender (Vertical with Prices on Right)     11"x 8.5"- full color 1 sided   S5E   75¢     11"x 8.5"- full color 1 sided vertical fits at side   VE   75¢     11"x 8.5"- full color 1 sided horizontal fits on top   HE   75¢     Fort Extender     11"x 8.5"- full color 1 sided horizontal fits on top   HE   75¢     Fort Extender     11"x 8.5"- full color 1 sided   FE   75¢     Balloons   80¢     18"- round foil balloons   80¢     9"- Sealy Latex balloons   80¢     9"- Sealy Latex balloons   BAL-Sealy 20¢     Curling Ribbon (66' White -\$1.00/Roll)   CURRIB   \$1	POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE
24"x 36"-full color 1 sided	Poster	55.5.		<u> </u>	
Banner - Indoor    7 x 3.5" - full color 1 sided					
T*x 3.5" - full color 1 sided  BAC CUSTOM \$90  T*x 3.5" - full color 1 sided  BAC GENERIC \$75  Ceiling Dangler  24"x 24" - full color front and back with hanging kit CDG GENERIC \$20  "Alternate" Ceiling Dangler  14"x 22" - full color front and back with hanging kit CDG GENERIC \$20  "Alternate" Ceiling Dangler  14"x 22" - full color front and back with hanging kit CDGH GENERIC \$12  Buttons  225" - 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  TC \$2  14"x 8" - full color double sided (price boxes - one side)  6"x 9" - full color double sided (no price boxes)  HTG 60c  Sale Tag Extender (Vertical with Prices on Right)  11"x 8.5" - full color 1 sided vertical fits at side  11"x 8.5" - full color 1 sided vertical fits at side  11"x 8.5" - full color 1 sided vertical fits at side  11"x 8.5" - full color 1 sided vertical fits at side  11"x 8.5" - full color 1 sided vertical fits at side  11"x 8.5" - full color 1 sided vertical fits at side  11"x 8.5" - full color 1 sided vertical fits at side  11"x 8.5" - full color 1 sided vertical fits at side  11"x 8.5" - full color 1 sided vertical fits at side  11"x 8.5" - full color 1 sided vertical fits at side  11"x 8.5" - full color 1 sided vertical fits at side  11"x 8.5" - full color 1 sided vertical fits at side  11"x 8.5" - full color 1 sided vertical fits at side  11"x 8.5" - full color 1 sided vertical fits at side  11"x 8.5" - full color 1 sided vertical fits at side  11"x 8.5" - full color 1 sided vertical fits at side  11"x 8.5" - full color 1 sided vertical fits at side  12" - 75c  80c  80c  80c  9"- Sealy Latex balloons  80c  Curling Ribbon (66"White -\$1.00/Roll)  CURRIB \$1		POG	GENERIC \$4		
7'x 3.5'-full color 1 sided		DAG	CUCTOM ÉGO		
Ceiling Dangler    24* x 24* - full color front and back with hanging kit   CDC   CUSTOM \$25     24* x 24* - full color front and back with hanging kit   CDG   GENERIC \$20    "Alternate" Ceiling Dangler   14* x 22* - full color front and back with hanging kit   CDCH   CUSTOM \$15     14* x 22* - full color front and back with hanging kit   CDCH   CUSTOM \$15     14* x 22* - full color front and back with hanging kit   CDCH   CUSTOM \$15     22.5* - 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   TC   \$2     14* x 8* - full color double sided   LTC   \$3    Hang Tag   6* x 9* - full color double sided (price boxes - one side)   HTC   60c     6* x 9* - full color double sided (no price boxes)   HTG   60c    Sale Tag Extender (Vertical with Prices on Right)     11* x 8.5* - full color 1 sided   SSL   50c    Sale Tag   3.625* x 8.5* - full color 1 sided   VE   75c     11* x 8.5* - full color 1 sided horizontal fits on top   HE   75c    Foot Extender   11* x 8.5* - full color 1 sided   FE   75c    Balloons   80c     81* - round foil balloons   80c     81* - round foil balloons   80c     9* - Sealy Latex balloons   BAL-Sealy   20c     Curring Ribbon (66* White - \$1.00/Roll)   CURRIB   \$1					
24" x 24" full color front and back with hanging kit		brid	derverine \$75		
24" x 24" - full color front and back with hanging kit		CDC	CUSTOM \$25		
14"x 22"- full color front and back with hanging kit   CDCH   CUSTOM \$15   CDGH   GENERIC \$12			·		
14"x 22"- full color front and back with hanging kit   CDCH   CUSTOM \$15   CDGH   GENERIC \$12	"Alternate" Ceiling Dangler				
Buttons  2.25" - round full color clear cover w/pin back  Kiosk Replacement Panel  2.2875" x 38.5" - full color 1 sided replacement panel  8.5" x 5.25" - full color double sided  TC \$2  14" x 8" - full color double sided  LTC \$3  Hang Tag  6" x 9" - full color double sided (price boxes - one side)  HTC 600  6" x 9" - full color double sided (no price boxes)  HTG 600  Sale Tag Extender (Vertical with Prices on Right)  11" x 8.5" - full color 1 side  SSE 750  Sale Tag  3.625" x 8.5" - full color 1 sided  SSL 500  Bed End Card Holder Extender  11" x 11" - full color 1 sided wertical fits at side  11" x 8.5" - full color 1 sided horizontal fits on top  Foot Extender  11" x 8.5" - full color 1 sided  FE 750  Balloons  18" - round foil balloons  800  18" - sealy Latex balloons  800  Curling Ribbon (66'White -\$1.00/Roll)  CURRIB \$1		CDCH	CUSTOM \$15		
2.25" - round full color clear cover w/pin back   BU   \$1	14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12		
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 TC \$2 \$3 \$3 \$3 \$3 \$3 \$3 \$3 \$3 \$3 \$3 \$3 \$3 \$3	Buttons				
22.875" x 38.5" - full color 1 sided replacement panel KP \$30   Tent Card   8.5" x 5.25" - full color double sided TC \$2   14" x 8" - full color double sided LTC \$3    Hang Tag  6" 6" x 9" - full color double sided (price boxes - one side) HTG 60c   6" x 9" - full color double sided (no price boxes) HTG 60c   Sale Tag Extender (Vertical with Prices on Right) 11" x 8.5" - full color 1 side SSE 75c   Sale Tag 3.625" x 8.5" - full color 1 sided SSL 50c   Bed End Card Holder Extender 11" x 11" - full color 1 sided vertical fits at side VE 75c   11" x 8.5" - full color 1 sided horizontal fits on top HE 75c   Foot Extender 11" x 8.5" - full color 1 sided FE 75c   Balloons 80c 80c 80c   18" - round foil balloons 80c 80c 80c   9" - Sealy Latex balloons BAL-Sealy 20c 20c Curling Ribbon (66'White -\$1.00/Roll) CURRIB \$1	2.25" - round full color clear cover w/pin back	BU	\$1		
Tent Card    8.5" x 5.25" - full color double sided	Kiosk Replacement Panel				
8.5" x 5.25" - full color double sided	22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30		
Hang Tag  G''x 9"- full color double sided (price boxes - one side) HTC GOC G''x 9"- full color double sided (no price boxes) HTG GOC  Sale Tag Extender (Vertical with Prices on Right)  11" x 8.5" - full color 1 side SSE T5¢  Sale Tag 3.625" x 8.5" - full color 1 sided SSL SOC  Bed End Card Holder Extender 11" x 11" - full color 1 sided vertical fits at side VE T5¢ T1" x 8.5" - full color 1 sided horizontal fits on top HE T5¢  Foot Extender 11" x 8.5" - full color 1 sided FE T5¢  Balloons 18" - round foil balloons 9"- Sealy Latex balloons BAL-Sealy Curling Ribbon (66' White -\$1.00/Roll) CURRIB \$1	Tent Card				
Hang Tag    6"x 9"- full color double sided (price boxes - one side)			·		
6"x 9"- full color double sided (price boxes - one side)	14" x 8" - full color double sided	LTC	\$3		
6"x 9" - full color double sided (no price boxes)	_				
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  SOC  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  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  BAL-Sealy  CURRIB  \$1					
□ 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 VE 75¢   □ 11"x 8.5" - full color 1 sided horizontal fits on top HE 75¢   Foot Extender □ 11"x 8.5" - full color 1 sided FE 75¢   □ 11"x 8.5" - full color 1 sided FE 75¢    Balloons  □ 18" - round foil balloons □ 18" - round foil balloons □ 9" - Sealy Latex balloons □ 9" - Sealy Latex balloons □ Curling Ribbon (66'White -\$1.00/Roll) CURRIB \$1			00¢		
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  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  BAL-Sealy 20¢ Curling Ribbon (66'White -\$1.00/Roll)  CURRIB \$1			75¢		
☐ 3.625" x 8.5" - full color 1 sided   ☐ SSL		332	73+		
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  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)  CURRIB \$1	_	SSL	50¢		
□ 11"x 11" - full color 1 sided vertical fits at side VE 75¢   □ 11"x 8.5" - full color 1 sided horizontal fits on top HE 75¢    Foot Extender  □ 11"x 8.5" - full color 1 sided  FE 75¢  Balloons  □ 18" - round foil balloons □ 18" - round foil balloons □ 18" - round foil balloons □ 9" - Sealy Latex balloons □ 9" - Sealy Latex balloons □ Curling Ribbon (66' White -\$1.00/Roll) BAL-Sealy 20¢		<del>-</del>			
Foot Extender         ☐ 11"x 8.5" - full color 1 sided       FE 75¢         Balloons       80¢         ☐ 18" - round foil balloons       80¢         ☐ 18" - round foil balloons       80¢         ☐ 9" - Sealy Latex balloons       BAL-Sealy       20¢         ☐ Curling Ribbon (66'White -\$1.00/Roll)       CURRIB       \$1	_	VE	75¢		
☐ 11"x 8.5" - full color 1 sided       FE       75¢         Balloons       80¢		HE			
Balloons       80¢         18" - round foil balloons       80¢         9" - Sealy Latex balloons       BAL-Sealy         Curling Ribbon (66'White -\$1.00/Roll)       CURRIB	Foot Extender				
18" - round foil balloons   80¢	11" x 8.5" - full color 1 sided	FE	75¢		
18" - round foil balloons  9" - Sealy Latex balloons  BAL-Sealy  Curling Ribbon (66' White -\$1.00/Roll)  CURRIB  \$1	Balloons				
9" - Sealy Latex balloons  BAL-Sealy 20¢  Curling Ribbon (66' White -\$1.00/Roll)  CURRIB \$1	18" - round foil balloons		80¢		
Curling Ribbon (66' White -\$1.00/Roll) CURRIB \$1					
		Ť			
TOTAL	Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1		
	TOTAL				



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 She	eet 504 ea. • i ai	os or Broadsneet	s ș i ea.	
CIRCULARS	CODE	QTY	PRICE	SELECT COVER BACK PAGE OPTION SEE PAGE 28
Single Sheet: 8	375 x 11″ 60	# Coated, Cost	\$17/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#
4 Page Tab: <i>10.5</i>	x 11" folded	d, 45# Coated,	Cost \$25/m	□None
VERSION 1	L-SS		<u> </u>	
VERSION 2	R-SS			

VERSION 3	S-SS		Option#
Broadsheet: 13)	x 21" 40#	Coated, Cost \$27/m	□None
VERSION 1	L-SS		
VERSION 2	R-SS		
VERSION 3	S-SS		Option#

#### **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:

WRITE IN EVENT **SALE DATES** 

**SELECT COVER DROP-IN BOX** 

Option#

□ None















## Step 3. Event Planning SEALY JULY 4TH SALE



# Sealy.

#### **DIRECT MAIL**

PRINT 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.

PRINT

**COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.** 

NOTES:		

Poster    24" x 36" - full color 1 sided   POC   CUSTOM \$9     24" x 36" - full color 1 sided   POG   GENERIC \$4     Banner - Indoor   7' x 3.5" - full color 1 sided   BAC   CUSTOM \$90     7' x 3.5" - full color 1 sided   BAC   GENERIC \$75     Ceiling Dangler   24" x 24" - full color front and back with hanging kit   CDC   CUSTOM \$25     24" x 24" - full color front and back with hanging kit   CDC   CUSTOM \$15     14" x 22" - full color front and back with hanging kit   CDCH   CUSTOM \$15     14" x 22" - full color front and back with hanging kit   CDCH   CUSTOM \$15     14" x 22" - full color front and back with hanging kit   CDCH   CUSTOM \$15     14" x 22" - full color front and back with hanging kit   CDCH   GENERIC \$12     Buttons   225" - 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   TC   \$2     14" x 8" - full color double sided   TC   \$3     Hang Tag   6" x 9" - full color double sided (price boxes - one side)   HTC   60C     6" x 9" - full color double sided (no price boxes)   HTG   60C     5ale Tag Extender (Vertical with Prices on Right)   11" x 8.5" - full color 1 sided   SSL   50C     Bed End Card Holder Extender   11" x 11" - full color 1 sided wertical fits at side   VE   75C     11" x 8.5" - full color 1 sided wertical fits on top   HE   75C     Foot Extender   11" x 8.5" - full color 1 sided horizontal fits on top   HE   75C     Balloons   80C   80C   80C   9" - Sealy Latex balloons   80C   80C   9" - Sealy Latex balloons   80C   9" - Sealy La	POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE
24" x 36" - full color 1 sided					
Banner - Indoor    7*x 3.5"-full color 1 sided					
7'x 3.5'- full color 1 sided   BAC   CUSTOM \$90   Ceiling Dangler   24" x 24" - full color front and back with hanging kit   CDC   CUSTOM \$25   CU		POG	GENERIC 34		
Trx 3.5'-full color 1 sided BAG GENERIC \$75  Ceiling Dangler  24'* x 24''-full color front and back with hanging kit CDC CUSTOM \$25  24'* x 24''-full color front and back with hanging kit CDG GENERIC \$20  "Alternate" Ceiling Dangler  14" x 22"-full color front and back with hanging kit CDCH CUSTOM \$15  14" x 22"-full color front and back with hanging kit CDGH GENERIC \$12  Buttons  2.25''- round full color clear cover w/pin back BU \$1  Kiosk Replacement Panel  2.2.875" x 38.5"-full color 1 sided replacement panel KP \$30  Tent Card  8.5" x 5.25''-full color double sided TC \$2  14" x 8"-full color double sided LTC \$3  Hang Tag  6" x 9"-full color double sided (price boxes - one side) HTC 60c  6" x 9"-full color double sided (no price boxes) HTG 60c  Sale Tag Extender (Vertical with Prices on Right)  11" x 8.5"-full color 1 sided SSL 50c  Bed End Card Holder Extender  11" x 11"-full color 1 sided vertical fits at side VE 75c  11" x 8.5"-full color 1 sided vertical fits on top HE 75c  Foot Extender  11" x 8.5"-full color 1 sided FE 75c  Balloons  18"-round foil balloons 80c  9"-Sealy Latex balloons 80c  80C  80C		BAC	CUSTOM \$90		
24" x 24" - full color front and back with hanging kit					
24" x 24" - full color front and back with hanging kit	Ceiling Dangler				
"Alternate" Ceiling Dangler    14" x 22" - full color front and back with hanging kit   CDCH   CUSTOM \$15     14" x 22" - full color front and back with hanging kit   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   TC   \$2     14" x 8" - full color double sided   LTC   \$3    Hang Tag     6" x 9" - full color double sided (price boxes - one side)   HTC   60c     6" x 9" - full color double sided (no price boxes)   HTG   60c    Sale Tag Extender (Vertical with Prices on Right)     11" x 8.5" - full color 1 sided   SSE   75c    Sale Tag     3.625" x 8.5" - full color 1 sided vertical fits at side   VE   75c     11" x 8.5" - full color 1 sided horizontal fits on top   HE   75c    Foot Extender     11" x 8.5" - full color 1 sided   FE   75c    Balloons     18" - round foil balloons   80c     9" - Sealy Latex balloons     18" - Touch for the first at side     9" - Sealy Latex balloons     18" - Touch for the first at side     9" - Sealy Latex balloons     18" - Touch for the first at side     18" - Touch for		CDC	CUSTOM \$25		
14"x 22"- full color front and back with hanging kit	24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20		
Buttons  2.25" - round full color clear cover w/pin back BU \$1  Kiosk Replacement Panel 2.2875" x 38.5" - full color 1 sided replacement panel 8.5" x 5.25" - full color double sided 1 TC \$2  14" x 8" - full color double sided 1 TC \$3  Hang Tag 6" x 9" - full color double sided (price boxes - one side) 6" x 9" - full color double sided (no price boxes) HTG 600  Sale Tag Extender (Vertical with Prices on Right) 11" x 8.5" - full color 1 sided SSL 500  Bed End Card Holder Extender 11" x 11" - full color 1 sided vertical fits at side 11" x 8.5" - full color 1 sided or is sided horizontal fits on top 11" x 8.5" - full color 1 sided 800  Balloons 18" - round foil balloons 800  9" - Sealy Latex balloons BAL-Sealy 200	"Alternate" Ceiling Dangler				
Buttons  2.25"- round full color clear cover w/pin back  BU \$1  Kiosk Replacement Panel  2.2875" x 38.5" - full color 1 sided replacement panel  R.5" x 5.25" - full color double sided  TC \$2  14" x 8" - full color double sided  LTC \$3  Hang Tag  6" x 9" - full color double sided (price boxes - one side)  HTC 60c  6" x 9" - full color double sided (no price boxes)  HTG 60c  Sale Tag Extender (Vertical with Prices on Right)  11" x 8.5" - full color 1 side  SSE 75c  Sale Tag  3.625" x 8.5" - full color 1 sided  SSL 50c  Bed End Card Holder Extender  11" x 11" - full color 1 sided vertical fits at side  VE 75c  11" x 8.5" - full color 1 sided horizontal fits on top  HE 75c  Foot Extender  11" x 8.5" - full color 1 sided  FE 75c  Balloons  18" - round foil balloons  18" - round foil balloons  80c  9" - Sealy Latex balloons  BAL-Sealy 20c		CDCH	CUSTOM \$15		
Caption   State   St	14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12		
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 TC \$2  14" x 8" - full color double sided LTC \$3  Hang Tag  6" x 9" - full color double sided (price boxes - one side) HTC 60C  6" x 9" - full color double sided (no price boxes) HTG 60C  Sale Tag Extender (Vertical with Prices on Right)  11" x 8.5" - full color 1 side SSE 75C  Sale Tag  3.625" x 8.5" - full color 1 sided SSL 50C  Bed End Card Holder Extender  11" x 11" - full color 1 sided vertical fits at side VE 75C  11" x 8.5" - full color 1 sided horizontal fits on top HE 75C  Foot Extender  11" x 8.5" - full color 1 sided FE 75C  Balloons  18" - round foil balloons  80C  80C  80C  80C  80C  80C  80C  80	_				
Tent Card    8.5" x 5.25" - full color 1 sided replacement panel   KP   \$30     8.5" x 5.25" - full color double sided   TC   \$2     14" x 8" - full color double sided   LTC   \$3     Hang Tag   6" x 9" - full color double sided (price boxes - one side)   HTC   60c     6" x 9" - full color double sided (no price boxes)   HTG   60c     5ale Tag Extender (Vertical with Prices on Right)     11" x 8.5" - full color 1 side   SSE   75c     Sale Tag     3.625" x 8.5" - full color 1 sided   SSL   50c     Bed End Card Holder Extender     11" x 11" - full color 1 sided vertical fits at side   VE   75c     11" x 8.5" - full color 1 sided horizontal fits on top   HE   75c     Tent Card     11" x 8.5" - full color 1 sided   FE   75c     Balloons     18" - round foil balloons   80c     9" - Sealy Latex balloons   9" - Sealy Latex balloons     9" - Sealy Latex balloons   9" - Sealy Latex balloons     9" - Sealy Latex balloons   9" - Sealy Latex balloons     9" - Sealy Latex balloons   9" - Sealy Latex b	2.25" - round full color clear cover w/pin back	BU	\$1		
Tent Card    8.5" x 5.25" - full color double sided	_ ·				
8.5" x 5.25" - full color double sided	22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30		
Hang Tag    6"x 9"- full color double sided (price boxes - one side)   HTC   60¢     6"x 9"- full color double sided (price boxes)   HTG   60¢     5ale 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   VE   75¢     11"x 8.5"- full color 1 sided horizontal fits on top   HE   75¢    Foot Extender   11"x 8.5"- full color 1 sided   FE   75¢    Balloons   18"- round foil balloons   80¢     18"- round foil balloons   80¢     9"- Sealy Latex balloons   BAL-Sealy   20¢					
Hang Tag    6"x 9"- full color double sided (price boxes - one side)					
6"x 9" - full color double sided (price boxes - one side)  HTC	_	LIC	\$3		
G"x 9"- full color double sided (no price boxes)  Sale Tag Extender (Vertical with Prices on Right)  11"x 8.5" - full color 1 side  SSE  T5¢  Sale Tag  3.625"x 8.5" - full color 1 sided  SSL  SOC  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  HE  T5¢  Foot Extender  11"x 8.5" - full color 1 sided  FE  T5¢  Balloons  18" - round foil balloons  18" - round foil balloons  80¢  9" - Sealy Latex balloons  BAL-Sealy  20¢		ЦТС	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 VE 75¢  11" x 8.5" - full color 1 sided horizontal fits on top HE 75¢  Foot Extender  11" x 8.5" - full color 1 sided FE 75¢  Balloons  18" - round foil balloons 80¢  18" - round foil balloons 80¢  9" - Sealy Latex balloons  BAL-Sealy 20¢	_				
□ 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 VE 75¢   □ 11"x 8.5" - full color 1 sided horizontal fits on top HE 75¢   Foot Extender □ 11"x 8.5" - full color 1 sided FE 75¢   □ 11"x 8.5" - full color 1 sided FE 75¢    Balloons  □ 18" - round foil balloons □ 18" - round foil balloons □ 18" - round foil balloons □ 9" - Sealy Latex balloons □ 9" - Sealy Latex balloons BAL-Sealy 20¢		nt)			
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  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  BAL-Sealy 20¢			75¢		
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 VE 75¢   11" x 8.5" - full color 1 sided horizontal fits on top HE 75¢   Foot Extender 11" x 8.5" - full color 1 sided FE 75¢   Balloons 80¢ 9" - Sealy Latex balloons 80¢   9" - Sealy Latex balloons BAL-Sealy 20¢					
□ 11" x 11" - full color 1 sided vertical fits at side VE 75¢   □ 11" x 8.5" - full color 1 sided horizontal fits on top HE 75¢    Foot Extender  □ 11" x 8.5" - full color 1 sided  FE 75¢   □ 8alloons 80¢ 80¢   □ 18" - round foil balloons 80¢ 80¢   □ 18" - round foil balloons 80¢ 80¢   □ 9" - Sealy Latex balloons BAL-Sealy 20¢		SSL	50¢		
□ 11" x 11" - full color 1 sided vertical fits at side VE 75¢   □ 11" x 8.5" - full color 1 sided horizontal fits on top HE 75¢    Foot Extender  □ 11" x 8.5" - full color 1 sided  FE 75¢   □ 8alloons 80¢ 80¢   □ 18" - round foil balloons 80¢ 80¢   □ 18" - round foil balloons 80¢ 80¢   □ 9" - Sealy Latex balloons BAL-Sealy 20¢	Bed End Card Holder Extender				
Foot Extender         □ 11"x 8.5" - full color 1 sided       FE 75¢         Balloons       80¢         □ 18" - round foil balloons       80¢         □ 18" - round foil balloons       80¢         □ 9" - Sealy Latex balloons       BAL-Sealy		VE	75¢		
Balloons  18" - round foil balloons  18" - round foil balloons  9" - Sealy Latex balloons  BAL-Sealy  BE  75¢  80¢  80¢  80¢  80¢	11" x 8 .5" - full color 1 sided horizontal fits on top	HE	75¢		
Balloons  18" - round foil balloons  80¢  18" - round foil balloons  9" - Sealy Latex balloons  BAL-Sealy  20¢	Foot Extender				
18" - round foil balloons       80¢         18" - round foil balloons       80¢         9" - Sealy Latex balloons       BAL-Sealy	11" x 8.5" - full color 1 sided	FE	75¢		
18" - round foil balloons  80¢  9" - Sealy Latex balloons  BAL-Sealy  20¢	Balloons				
9" - Sealy Latex balloons BAL-Sealy 20¢					
		DAL C. I			
Contrib 21		·			
	Canning Hubbott (60 White -\$1.00/Holl)	COMMID	Ϋ́I		
TOTAL	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)

•Siligle Sile	et out ea. • iai	JS OF Broausfieet:	5 ) i ea.	
CIRCULARS	CODE	QTY	PRICE	SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28
ingle Sheet: 8.3  VERSION 1	3 <b>75 x 11" 60</b> L-SS	# Coated, Cost	\$17/m	□ None
VERSION 2 VERSION 3	R-SS .			Option#
Page Tab: 10.5  VERSION 1	x 11" folded	l, 45# Coated,	Cost \$25/m	□ None
VERSION 2 VERSION 3	R-SS S-SS			Option#

VERSION 3	5-55				7
Broadsheet: 13	x 21″ 40#	Coated, Cost \$27/n	1	□ None	5
VERSION 1	L-SS				
VERSION 2	R-SS				
VERSION 3	S-SS			Option#	

▼.	<b>V</b> =	1 =

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

## **EVENT BONUSES / FINANCE OFFER:** Bonus #1

Bonus #2 Bonus #3 Bonus #4

Record on calendar grid



☐ None

**SELECT COVER DROP-IN BOX** 

Option#

WRITE IN EVENT

**SALE DATES** 

Finance Offer: \_

## Step 3. Event Planning SEALY LABOR DAY SALE



#### **DIRECT MAIL**

PRINT 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.

PRINT

**COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.** 

NOTES:			

POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE
Poster			<u> </u>	
24" x 36" - full color 1 sided	POC	CUSTOM \$9		
24" x 36" - full color 1 sided	POG	GENERIC \$4		
Banner - Indoor	246	CUCTOM hoo		
7' x 3.5' - full color 1 sided 7' x 3.5' - full color 1 sided	BAC BAG	CUSTOM \$90 GENERIC \$75		
	Drid	GENERIC \$75		
Ceiling Dangler  24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25		
24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20		
"Alternate" Ceiling Dangler				
14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15		
14" x 22" - full color front and back with hanging kit	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	TC	\$2		
14" x 8" - full color double sided	LTC	\$3		
Hang Tag				
6" x 9" - full color double sided (price boxes - one side)	HTC	60¢		
6"x 9" - full color double sided (no price boxes)	HTG	60¢		
Sale Tag Extender (Vertical with Prices on Right 11" x 8.5" - full color 1 side	SSE	75¢		
	JJL	734		
<b>Sale Tag</b> 3.625" x 8.5" - full color 1 sided	SSL	50¢		
Bed End Card Holder Extender	33£	307		
11"x 11" - full color 1 sided vertical fits at side	VE	75¢		
11" x 8 .5" - full color 1 sided horizontal fits on top	HE	75¢		
Foot Extender				
11" x 8.5" - full color 1 sided	FE	75¢		
Balloons				
18" - round foil balloons		80¢		
18" - round foil balloons		80¢		
	BAL-Sealy			
Curling Ribbon (66'White -\$1.00/Roll)	CURRIB	\$1		
TOTAL				



download or email samples to retailer.



#### **SELECT CIRCULAR VERSION**

Labor Day, Monday, September 1, 2008







**VERSION 1** 

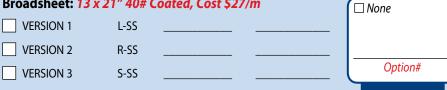
**VERSION 2** 

**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.

				SELECT COVER &
CIRCULARS	CODE	QTY	PRICE	BACK PAGE OPTION SEE PAGE 28
Single Sheet: 8.3	375 x 11" 60	# Coated, Cos	t \$17/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			-
VERSION 3	S-SS			Option#
4 Page Tab: 10.5	x 11" folded	l, 45# Coated,	Cost \$25/m	None

4 Page Tab: <u>10.5</u>	x 11" fold	led, 45# Coated, Cost \$25/m	□None
VERSION 1	L-SS		_
VERSION 2	R-SS		_
VERSION 3	S-SS		Option#
Broadsheet: 13	x 21" 40#	Coated, Cost \$27/m	□ None
VERSION 1	L-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:

















□ None

**SELECT COVER DROP-IN BOX** 

Option#

WRITE IN EVENT

**SALE DATES** 

## Step 3. Event Planning SEALY COLUMBUS DAY SALE



#### **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.

PRINT

PRINT

COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.

NOTES:			

	_			
POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE
Poster				
24" x 36" - full color 1 sided	POC	CUSTOM \$9		
24" x 36" - full color 1 sided	POG	GENERIC \$4		
Banner - Indoor				
7'x 3.5' - full color 1 sided	BAC	CUSTOM \$90		
7'x 3.5' - full color 1 sided	BAG	GENERIC \$75		
Ceiling Dangler				
24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25		
24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20		
"Alternate" Ceiling Dangler				
14" x 22" - full color front and back with hanging kit		CUSTOM \$15		
14" x 22" - full color front and back with hanging kit	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	TC	\$2		
14" x 8" - full color double sided	LTC	\$3		
Hang Tag				
6" x 9" - full color double sided (price boxes - one side)	HTC	60¢		
6" x 9" - full color double sided (no price boxes)	HTG	60¢		
Sale Tag Extender (Vertical with Prices on Righ	nt)			
11" x 8.5" - full color 1 side	SSE	75¢		
Sale Tag  3.625" x 8.5" - full color 1 sided	SSL	50¢		
	JJL	50¢		
Bed End Card Holder Extender				
11" x 11" - full color 1 sided vertical fits at side	VE	75¢		
11" x 8 .5" - full color 1 sided horizontal fits on top	HE	75¢		
Foot Extender				
11" x 8.5" - full color 1 sided	FE	75¢		
Balloons				
18" - round foil balloons		80¢		
18" - round foil balloons		80¢		
	BAL-Sealy			
Curling Ribbon (66'White -\$1.00/Roll)	CURRIB	\$1		
TOTAL				

GO ONLINE!

download or email samples to retailer.



#### **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.

				CELECT COVER O
CIRCULARS	CODE	QTY	PRICE	SELECT COVER & BACK PAGE OPTION SEE PAGE 28
Single Sheet: <mark>8.</mark> 3	375 x 11″ 60a	# Coated, Cos	t \$17/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#
_				
4 Page Tab: <u>10.5</u>	x 11" folded	l, 45# Coated,	. Cost \$25/m	□None
VERSION 1	L-SS		-	-
VERSION 2	R-SS			

VERSION 3	S-SS		 Option#
Broadsheet: 13	x 21" 40#	Coated, Cost \$27/m	□ None
VERSION 1	L-SS		
VERSION 2	R-SS		 
VERSION 3	S-SS		Option#

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Bonus #1

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

## **EVENT BONUSES / FINANCE OFFER:**

Record on calendar grid

☐ None

SELECT COVER DROP-IN BOX

Option#

WRITE IN EVENT

**SALE DATES** 



Finance Offer: \_

## Step 3. Event Planning SEALY VETERANS DAY SALE



#### **DIRECT MAIL**

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

PRINT

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.** 

NOTES:			

POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE
Poster  24" x 36" - full color 1 sided  24" x 36" - full color 1 sided	POC POG	CUSTOM \$9 GENERIC \$4		
Banner - Indoor  7'x 3.5'- full color 1 sided 7'x 3.5'- full color 1 sided	BAC BAG	CUSTOM \$90 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 CDG	CUSTOM \$25 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		CUSTOM \$15 GENERIC \$12		
Buttons  2.25" - round full color clear cover w/pin back  Kiosk Replacement Panel	BU	\$1		
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 LTC	\$2 \$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 HTG	60¢ 60¢		
Sale Tag Extender (Vertical with Prices on Right  11" x 8.5" - full color 1 side	<b>t)</b> 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 HE	75¢ 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)	3AL-Sealy CURRIB	80¢ 80¢ 20¢ \$1		
TOTAL				

ONLINE!

download or email samples to retailer.



#### **SELECT CIRCULAR VERSION**

Veterans Day, Thursday, November 11, 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.

				CELECT COVER O
CIRCULARS	CODE	QTY	PRICE	SELECT COVER & BACK PAGE OPTION SEE PAGE 28
Single Sheet: 8.3	375 x 11″ 60a	# Coated, Cost	\$17/m	□ None
VERSION 1	L-SS .			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#
4 Da Tab. 40 F	44" 6-14-	1 45 11 6 - 4 - 4	C+ 625/	
4 Page Tab: 10.5	x 11" tolaed	1, 45# Coatea,	Cost \$25/m	□None
VERSION 1	L-SS			

☐ None	
 Option#	

Broadsheet: 13	x 21" 40#	Coated, Cost \$27	/m	□ None
VERSION 1	L-SS			None
VERSION 2	R-SS			
VERSION 3	S-SS			Option#



☐ None

#### TOTAL

VERSION 2 VERSION 3

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

#### **EVENT BONUSES / FINANCE OFFER:**

S-SS

Bonus #1 Bonus #2 Bonus #3 Bonus #4 Finance Offer: \_

Option# WRITE IN EVENT **SALE DATES** 

**SELECT COVER DROP-IN BOX** 











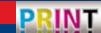




## Step 3. Event Planning SEALY ALL SIZE ONE PRICE



download or email samples to retailer.



#### **SELECT CIRCULAR VERSION**







VERSION 1

**VERSION 2** 

Layouts subject to change.

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

				CELECT COVER 0
IRCULARS	CODE	QTY	PRICE	SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28
ingle Sheet: 8.3	875 x 11″ 60	# Coated, Cost	\$17/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#
Page Tab: 10.5	x 11" folded	d, 45# Coated,	Cost \$25/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#

TOTAL			□ None
VERSION 3	S-SS		Option#
VERSION 2	R-SS		
VERSION 1	L-SS	<del></del>	
Broadsheet: 13	□ None		

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

**EVENT ICON KEY:** 

## **EVENT BONUSES / FINANCE OFFER:**

Bonus #1	
Bonus #2	
Bonus #3	
Bonus #4	
Finance ()	for·



SELECT COVER DROP-IN BOX

One price	, LE
Code# 0906AS-2	
Size one price	
AVAILAB	ALE .

Code# 0906AS-1

#### 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.

PRINT

PRINT

COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.

NOTES:		

POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE	
Poster  24" x 36" - full color 1 sided  24" x 36" - full color 1 sided	POC POG	CUSTOM \$9 GENERIC \$4			
Banner - Indoor  7' x 3.5' - full color 1 sided 7' x 3.5' - full color 1 sided	BAC BAG	CUSTOM \$90 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 CDG	CUSTOM \$25 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		CUSTOM \$15 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			9
Tent Card  8.5" x 5.25" - full color double sided  14" x 8" - full color double sided	TC LTC	\$2 \$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 HTG	60¢ 60¢			, [
Sale Tag Extender (Vertical with Prices on Right 11" x 8.5" - full color 1 side	t) 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 HE	75¢ 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)	BAL-Sealy CURRIB	80¢ 80¢ 20¢ \$1			
TOTAL					

# Step 3. Event Planning SEALY CLOSEOUT SALE

# ONLINE!

#### download or email samples to retailer.

#### **SELECT CIRCULAR VERSION**







**VERSION 1** 

**VERSION 2** 

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

				CELECT COVER O
CIRCULARS	CODE	QTY	PRICE	SELECT COVER & BACK PAGE OPTION SEE PAGE 28
Single Sheet: 8.3	375 x 11″ 60a	# Coated, Cos	t \$17/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#
4 Page Tab: <i>10.5</i>	x 11" folded	l, 45# Coated,	Cost \$25/m	□None
VERSION 1	L-SS			-
VERSION 2	R-SS			-

VERSION 3	S-SS		Option#
roadsheet: 13	x 21" 40#	Coated, Cost \$27/m	□ None
VERSION 1	L-SS		
VERSION 2	R-SS		
VERSION 3	S-SS		Option#

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

#### **EVENT BONUSES / FINANCE OFFER:**

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



ated, Cost \$17/m	□ None
	Option#
# Coated, Cost \$25/m	□ None

□ None
 Option#

□None	9
SELECT COVER	
DROP-IN BOX	

Option#



Code# 0506CL-1
COS CON
TV
Code# 0506CL-2
Closeout Sale LIMITED TIME
TV AVAILABLE
DIRECT MAIL PRINT

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

#### **DOWNLOAD OR EMAIL FREE ROP ADS**

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PRINT

**COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.** 

NOTES:	

POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE
Poster		aa=a+a		
24" x 36" - full color 1 sided	POC	CUSTOM \$9		
24" x 36" - full color 1 sided	POG	GENERIC \$4		
Banner - Indoor				
7'x 3.5' - full color 1 sided	BAC	CUSTOM \$90		
7' x 3.5' - full color 1 sided	BAG	GENERIC \$75		
Ceiling Dangler				
24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25		
24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20		
"Alternate" Ceiling Dangler				
14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15		
14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12		
Buttons				
2.25" - round full color clear cover w/pin back	BU	\$1		
	БО	ŞΙ		
Kiosk Replacement Panel		1		
22.875" x 38.5" - full color 1 sided replacement pane	l KP	\$30		
Tent Card				
8.5" x 5.25" - full color double sided	TC	\$2		
14" x 8" - full color double sided	LTC	\$3		
Hang Tag				
6" x 9" - full color double sided (price boxes - one side)	HTC	60¢		
6" x 9" - full color double sided (no price boxes)	HTG	60¢		
Sale Tag Extender (Vertical with Prices on Rig	ht)			
11" x 8.5" - full color 1 side	SSE	75¢		
Sale Tag				
3.625" x 8.5" - full color 1 sided	SSL	50¢		
	JJL	30¢		
Bed End Card Holder Extender				
11" x 11" - full color 1 sided vertical fits at side	VE	75¢		
11" x 8 .5" - full color 1 sided horizontal fits on top	HE	75¢		
Foot Extender				
11" x 8.5" - full color 1 sided	FE	75¢		
Balloons				
18" - round foil balloons		80¢		
18" - round foil balloons		80¢		
9" - Sealy Latex balloons	BAL-Sealy	20¢		
Curling Ribbon (66'White -\$1.00/Roll)	CURRIB	\$1		
TOTAL				

•\$POINT-OF-PURCHASE









**TOTAL** 





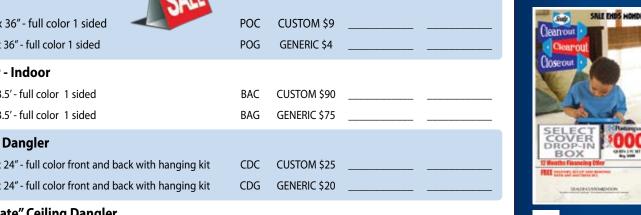
## Step 3. Event Planning SEALY CLEAN-OUT, CLEAR-OUT, CLOSE-OUT



download or email samples to retailer.



#### **SELECT CIRCULAR VERSION**





Code# 0707CC-1

· Clearou

Sealy.

(lean-out

Close out

#### **DIRECT MAIL**

PRINT Zip code driven for targeted marketing.

#### **DOWNLOAD OR EMAIL FREE ROP ADS**

**FOR COMPLETE DETAILS SEE P. 28** 

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 READYAD DVD AVAILABLE FOR \$7 EA.** 

NOTES:		

POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE	-
Poster	DOC	CUCTOM ÉO			(Sup)
24" x 36" - full color 1 sided  24" x 36" - full color 1 sided	POC POG	CUSTOM \$9 GENERIC \$4			Cleanout
	100	OLINLINIC 94			Closeout
Banner - Indoor  7'x 3.5' - full color 1 sided	BAC	CUSTOM \$90			
7'x 3.5' - full color 1 sided	BAG	GENERIC \$75			
Ceiling Dangler					SELEC
24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25			BOX 17 Months Finance
24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20			FREE CHICAGO STATE
"Alternate" Ceiling Dangler					
14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15			VE
$\  \  \  \  \  \  \  \  \  \  \  \  \  $	CDGH	GENERIC \$12			•Ord
Buttons					•Sin
2.25" - round full color clear cover w/pin back	BU	\$1			CIRCULA
Kiosk Replacement Panel					
22.875" x 38.5" - full color 1 sided replacement panel	l KP	\$30			Single She  VERSION
Tent Card					VERSION
8.5" x 5.25" - full color double sided	TC	\$2	<del></del>	<del></del>	VERSION
14" x 8" - full color double sided	LTC	\$3			
Hang Tag					4 Page Tab
6" x 9" - full color double sided (price boxes - one side)	HTC	60¢			VERSION
6" x 9" - full color double sided (no price boxes)	HTG	60¢			☐ VERSION
Sale Tag Extender (Vertical with Prices on Rigi		75.1			☐ VERSION
11" x 8.5" - full color 1 side	SSE	75¢	<u></u>		Broadshee
Sale Tag	661	50.1			VERSION
3.625" x 8.5" - full color 1 sided	SSL	50¢			☐ VERSION
Bed End Card Holder Extender	\				VERSION
11" x 11" - full color 1 sided vertical fits at side 11" x 8 .5" - full color 1 sided horizontal fits on top	VE HE	75¢ 75¢			TOTAL
Foot Extender	IIL	754			
11" x 8.5" - full color 1 sided	FE	75¢			IMPORTANT: S
Balloons	'-	754			EVENT B
18" - round foil balloons		80¢			Bonus #1_
18" - round foil balloons		80¢			Bonus #2_
9" - Sealy Latex balloons	BAL-Seal	y 20¢			
Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1			Bonus #3_
TOTAL					Bonus #4_
TOTAL					Finance Of





**VERSION 1** 

**VERSION 2** 

**VERSION 3** Layouts subject to change.

**SELECT COVER &** 

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

CIRCULARS	CODE	QTY	PRICE	SEE PAGE 28
Single Sheet: 8.3	375 x 11" 60	# Coated, Cos	t \$17/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#
			to-1	
4 Page Tab: 10.5	x 11" tolded	1, 45# Coated,	Cost \$25/m	□None

VENSION 5	5 55			
4 Page Tab: 10.5 x	11" fold	ed, 45# Coated, Cost	\$25/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#
5 11				
Broadsheet: 13 x 2	?1" 40# C	Coated, Cost \$27/m		□ None

Broadsheet: 13	x 21" 40#	Coated, Cost \$27/m	□ None
VERSION 1	L-SS		
VERSION 2	R-SS		
VERSION 3	S-SS		Option#

TOTA	
	<b>1</b>
101/	

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

## **EVENT BONUSES / FINANCE OFFER:** Bonus #1 Bonus #2

Bonus #4

Finance Offer:

☐ None **SELECT COVER DROP-IN BOX** 

WRITE IN EVENT **SALE DATES** 

Option#



## Step 3. Event Planning SEALY FACTORY DIRECT SALE



#### **DIRECT MAIL**

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

#### **DOWNLOAD OR EMAIL FREE ROP ADS**

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PRINT

PRINT

**COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.** 

	7, E/U
NOTES:	

	_			
POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE
Poster	DOC	CUCTOM ÉO		
24" x 36" - full color 1 sided  24" x 36" - full color 1 sided	POC POG	CUSTOM \$9 GENERIC \$4		
	100	GLIVLING 34		
Banner - Indoor	DAC	CUSTOM ÈOO		
7'x 3.5' - full color 1 sided 7'x 3.5' - full color 1 sided	BAC BAG	CUSTOM \$90 GENERIC \$75		
	DAG	GENERIC 373		
Ceiling Dangler	CDC	CUCTOM 625		
24" x 24" - full color front and back with hanging kit 24" x 24" - full color front and back with hanging kit	CDC CDG	CUSTOM \$25 GENERIC \$20		
	CDG	GENERIC \$20		
"Alternate" Ceiling Dangler	CDCII	CUCTOM É 4 5		
14" x 22" - full color front and back with hanging kit		CENERIC \$13		
14" x 22" - full color front and back with hanging kit	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	TC	\$2		
14" x 8" - full color double sided	LTC	\$3		
Hang Tag				
6" x 9" - full color double sided (price boxes - one side)	HTC	60¢		
6" x 9" - full color double sided (no price boxes)	HTG	60¢		
Sale Tag Extender (Vertical with Prices on Righ	it)			
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	VE	75¢		
11" x 8 .5" - full color 1 sided horizontal fits on top	HE	75¢		
Foot Extender				
11" x 8.5" - full color 1 sided	FE	75¢		
	· <u>-</u>			
Balloons  18" - round foil balloons		80¢		
18" - round foil balloons		80¢		
	BAL-Sealy			
Curling Ribbon (66'White -\$1.00/Roll)	CURRIB	\$1		
		·		
TOTAL				`



download or email samples to retailer.









**VERSION 1** 

**VERSION 2** 

Layouts subject to change.

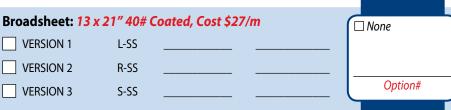
**SELECT COVER &** 

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

CIRCULARS	CODE	QTY	PRICE	BACK PAGE OPTIONS SEE PAGE 28
Single Sheet: 8.3	375 x 11″ 60	# Coated, Cost	\$17/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#

□ None
Option#

Page Tab: 10.5 x	11" folde	ed, 45# Coated, C	Cost \$25/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#





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

#### **EVENT BONUSES / FINANCE OFFER:**

Bonus #1 Bonus #2 Bonus #3 Bonus #4 Finance Offer: \_

Option# WRITE IN EVENT **SALE DATES** 

**SELECT COVER DROP-IN BOX** 

☐ None















## Step 3. Event Planning SEALY FREE BOXSPRING EVENT



**EXT. PRICE** 

GO ONLINE!

download or email samples to retailer.



#### **SELECT CIRCULAR VERSION**







**VERSION 1** 

**VERSION 2** 

Layouts subject to change

•Order Complete Sample Pack \$7.50 ea. (includes all versions

•Single She		os or Broadshee	ts \$1 ea.	
CIRCULARS	CODE	QTY	PRICE	SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28
Single Sheet: 8.3	875 x 11" 60	# Coated, Cos	t \$17/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#
4 Page Tab: 10.5	x 11" folded	l, 45# Coated,	Cost \$25/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#
Broadsheet: 13)	c 21" 40# Co	ated, Cost \$2	7/m	□ None
VERSION 1	L-SS			

	•		Т	
		-		

VERSION 2

VERSION 3

**EVENT ICON KEY:** 

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

#### **EVENT BONUSES / FINANCE OFFER:**

R-SS

S-SS

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

Option#
ITE IN EVENT ALE DATES

Option#

**SELECT COVER** 

**DROP-IN BOX** 

☐ None

POINT-OF-PURCHASE Poster	CODE	PRICE EA.	QTY
24" x 36" - full color 1 sided	POC	CUSTOM \$9	
24" x 36" - full color 1 sided	POG	GENERIC \$4	
Banner - Indoor			
7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90	
7' x 3.5' - full color 1 sided	BAG	GENERIC \$75	
Ceiling Dangler			
24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25	
24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20	
"Alternate" Ceiling Dangler		aa	
14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15	
14" x 22" - full color front and back with hanging kit	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	TC	\$2	
14" x 8" - full color double sided	LTC	\$3	
Hang Tag			
6" x 9" - full color double sided (price boxes - one side)	HTC	60¢	
6"x 9" - full color double sided (no price boxes)	HTG	60¢	
Sale Tag Extender (Vertical with Prices on Righ	t)		
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			

VE

HE

FE

**BAL-Sealy** 

**CURRIB** 

75¢

75¢

75¢

80¢

80¢

20¢

\$1

Event Code# 0906BX-2
FREE
DIRECT MAIL  Zip code driven for targeted marketing. FOR COMPLETE DETAILS SEE P. 28
DOWNLOAD OR EMAIL PRINT FREE ROP ADS

Code# 0906BX-1

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:		

Curling Ribbon (66' White -\$1.00/Roll)

11" x 11" - full color 1 sided vertical fits at side

**Foot Extender** 

**Balloons** 

TOTAL

11" x 8.5" - full color 1 sided

18" - round foil balloons

18" - round foil balloons

9" - Sealy Latex balloons

11" x 8 .5" - full color 1 sided horizontal fits on top

## Step 3. Event Planning SEALY INVENTORY REDUCTION



#### download or email samples to retailer.

#### **SELECT CIRCULAR VERSION**



#### **DIRECT MAIL**

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

PRINT

PRINT

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**COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.** 

NOTES:		

Poster  24" x 36" - full color 1 sided  24" x 36" - full color 1 sided  Banner - Indoor  7' x 3.5' - full color 1 sided  7' x 3.5' - full color 1 sided  Ceiling Dangler  24" x 24" - full color front and back with hanging kit  24" x 24" - full color front and back with hanging kit  "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		CUSTOM \$9 GENERIC \$4  CUSTOM \$90 GENERIC \$75  CUSTOM \$25 GENERIC \$20  CUSTOM \$15 GENERIC \$12	
24" x 36" - full color 1 sided  Banner - Indoor  7' x 3.5' - full color 1 sided  7' x 3.5' - full color 1 sided  Ceiling Dangler  24" x 24" - full color front and back with hanging kit  24" x 24" - full color front and back with hanging kit  "Alternate" Ceiling Dangler  14" x 22" - full color front and back with hanging kit	POG  BAC BAG  CDC CDG	CUSTOM \$90 GENERIC \$75  CUSTOM \$25 GENERIC \$20  CUSTOM \$15	
Banner - Indoor  7' x 3.5' - full color 1 sided  7' x 3.5' - full color 1 sided  Ceiling Dangler  24" x 24" - full color front and back with hanging kit  24" x 24" - full color front and back with hanging kit  "Alternate" Ceiling Dangler  14" x 22" - full color front and back with hanging kit	BAC BAG CDC CDG	CUSTOM \$90 GENERIC \$75  CUSTOM \$25 GENERIC \$20  CUSTOM \$15	
7'x 3.5' - full color 1 sided 7'x 3.5' - full color 1 sided  Ceiling Dangler 24" x 24" - full color front and back with hanging kit 24" x 24" - full color front and back with hanging kit "Alternate" Ceiling Dangler 14" x 22" - full color front and back with hanging kit	CDC CDG	CUSTOM \$25 GENERIC \$20  CUSTOM \$15	
7'x 3.5' - full color 1 sided  Ceiling Dangler  24" x 24" - full color front and back with hanging kit  24" x 24" - full color front and back with hanging kit  "Alternate" Ceiling Dangler  14" x 22" - full color front and back with hanging kit	CDC CDG	CUSTOM \$25 GENERIC \$20  CUSTOM \$15	
Ceiling Dangler  24" x 24" - full color front and back with hanging kit  24" x 24" - full color front and back with hanging kit  "Alternate" Ceiling Dangler  14" x 22" - full color front and back with hanging kit	CDC CDG	CUSTOM \$25 GENERIC \$20  CUSTOM \$15	
24" x 24" - full color front and back with hanging kit 24" x 24" - full color front and back with hanging kit  "Alternate" Ceiling Dangler  14" x 22" - full color front and back with hanging kit	CDG	GENERIC \$20  CUSTOM \$15	
24" x 24" - full color front and back with hanging kit  "Alternate" Ceiling Dangler  14" x 22" - full color front and back with hanging kit	CDG	GENERIC \$20  CUSTOM \$15	
"Alternate" Ceiling Dangler  14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15	
14" x 22" - full color front and back with hanging kit			
_			
14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12	
		02.120 7.12	 
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	TC	\$2	
14" x 8" - full color double sided	LTC	\$3	 
	LIC	Ų,	 
Hang Tag			
6" x 9" - full color double sided (price boxes - one side)	HTC	60¢	 
6" x 9" - full color double sided (no price boxes)	HTG	60¢	 
Sale Tag Extender (Vertical with Prices on Righ	nt)		
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	VE	75¢	
11" x 8 .5" - full color 1 sided horizontal fits on top	HE	75¢	 
Foot Extender			
11" x 8.5" - full color 1 sided	FE	75¢	 
Balloons			
18" - round foil balloons		80¢	
18" - round foil balloons		80¢	 
9" - Sealy Latex balloons	BAL-Sealy		 
Curling Ribbon (66'White -\$1.00/Roll)	CURRIB	\$1	 
		7,	







**VERSION 1** 

**VERSION 2** 

Layouts subject to change.

**SELECT COVER &** 

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

CIRCULARS	CODE	QTY	PRICE	BACK PAGE OPTION SEE PAGE 28
Single Sheet: 8.3	375 x 11″ 60	# Coated, Cos	t \$17/m	□None
VERSION 1	L-SS			
VERSION 2	R-SS		<u></u>	.
VERSION 3	S-SS			Option#
1 Page Tab: <i>10.5</i>	x 11" folded	1, 45# Coated,	. Cost \$25/m	□None

age lab. reis /		ica, 15 " coatca, cost 425,111	□ None
VERSION 1	L-SS		
VERSION 2	R-SS		
VERSION 3	S-SS	<del></del>	Option#
Broadsheet: 13 x	21" 40#	Coated, Cost \$27/m	□ None
VERSION 1	L-SS		
VERSION 2	R-SS		

T/	7	-Л	п
ш	71	A	

VERSION 3

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

#### **EVENT BONUSES / FINANCE OFFER:**

S-SS

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



Option#

**SELECT COVER DROP-IN BOX** 

Option#

☐ None















## Step 3. Event Planning SEALY KING FOR A QUEEN SALE



download or email samples to retailer.



#### **SELECT CIRCULAR VERSION**







Layouts subject to change

SELECT COVER &

□ None

☐ None

Option#

**SELECT COVER DROP-IN BOX** 

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

CIRCULARS	CODE	QTY	PRICE	SEE PAGE 28
Single Sheet: 8.3	375 x 11" 60	# Coated, Cost	\$17/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#
4 Page Tab: 10.5	x 11" folded	l, 45# Coated, (	Cost \$25/m	None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#

-	•	-		
7	7	$-\pi$	V .	

#### **EVENT BONUSES / FINANCE OFFER:**

Bonus #1



Record on calendar grid

E	VENT ICON KEY:	PRINT
	Finance Offer:	
	Bonus #4	
	Bonus #3	
	Bonus #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.

PRINT

PRINT

COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.

NOTES:		

						SELEC	T CIRCULAR
POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE			
Poster  24" x 36" - full color 1 sided	POC	CUSTOM \$9			(S) = 11	ALTED	M> LIMIT
24" x 36" - full color 1 sided	POG	GENERIC \$4		· · · · · · · · · · · · · · · · · · ·	King for a Queen	MITED FER	King for OFFE
Banner - Indoor					For a brained down	GEO	sale
7'x 3.5' - full color 1 sided	BAC	CUSTOM \$90			(A)		000
7'x 3.5' - full color 1 sided	BAG	GENERIC \$75					SELEC
Ceiling Dangler					20 No.	ngus .	COVE
24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25			*Ot	00	DROP- BOX
24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20			- ANTONOON OF	440	
"Alternate" Ceiling Dangler					EAL A LOS TOPINGS	IT I A V	
14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15			VERSIO	N 1	VERSION 2
14" x 22" - full color front and back with hanging kit	CDGH	GENERIC \$12			Order Cor	nnloto Campl	e Pack \$7.50 ea. (includ
Buttons					•Single Sh	eet 50¢ ea. •Ta	abs or Broadsheets \$1 e
2.25" - round full color clear cover w/pin back	BU	\$1			CIRCULARS	CODE	OTV.
Kiosk Replacement Panel						CODE	QTY
22.875" x 38.5" - full color 1 sided replacement panel	l KP	\$30			_		0# Coated, Cost \$17.
Tent Card					VERSION 1	L-SS	
8.5" x 5.25" - full color double sided	TC	\$2			VERSION 2	R-SS	
14" x 8" - full color double sided	LTC	\$3			VERSION 3	S-SS	
Hang Tag					4 Page Tab: 10.5	x 11" folde	ed, 45# Coated, Cost
6" x 9" - full color double sided (price boxes - one side)	HTC	60¢			VERSION 1	L-SS	
6" x 9" - full color double sided (no price boxes)	HTG	60¢			VERSION 2	R-SS	
Sale Tag Extender (Vertical with Prices on Righ	nt)				VERSION 3	S-SS	
11" x 8.5" - full color 1 side	SSE	75¢			Broadsheet: 13	x 21" 40# C	oated, Cost \$27/m
Sale Tag					VERSION 1	L-SS	
3.625" x 8.5" - full color 1 sided	SSL	50¢			VERSION 2	R-SS	
Bed End Card Holder Extender					VERSION 3	S-SS	
11" x 11" - full color 1 sided vertical fits at side	VE	75¢					
11" x 8 .5" - full color 1 sided horizontal fits on top	HE	75¢			TOTAL		
Foot Extender					IMPORTANT: See P. 29	for set-up and	freight charges.
11" x 8.5" - full color 1 sided	FE	75¢			<b>EVENT BONU</b>	SES / FIN.	ANCE OFFER:
Balloons						-	
18" - round foil balloons		80¢					
18" - round foil balloons		80¢			Bonus #2		
	BAL-Sealy			. <u></u>	Bonus #3		
Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1			Bonus #4		
TOTAL							
					Finance Offer:		

## Step 3. Event Planning SEALY LOWEST PRICES OF THE SEASON



download or email samples to retailer.



#### **SELECT CIRCULAR VERSION**







**VERSION 1** 

**VERSION 2** 

Layouts subject to change.

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

				CELECE COVER A
CIRCULARS	CODE	QTY	PRICE	SELECT COVER & BACK PAGE OPTION SEE PAGE 28
Single Sheet: 8.3	375 x 11" 60	# Coated, Cos	t \$17/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#
4 Page Tab: 10.5	x 11" folded	l, 45# Coated,	Cost \$25/m	□ None
VERSION 1	L-SS			

VERSION 3	S-SS		Option#
	<b>.</b>		
Broadsheet: 13	x 21" 40#	Coated, Cost \$27/m	□ None
VERSION 1	L-SS		
VERSION 2	R-SS		
VERSION 3	S-SS		Option#

#### **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:	 	

WRITE IN EVENT SALE DATES	

I	Code# 0707LP-1
	LOWEST PRICES SEASON
0	TV
	Code# 0707LP-2
	Sealy- Lowest Prices! of the season

#### **DIRECT MAIL**

PRINT Zip code driven for targeted marketing.

#### **DOWNLOAD OR EMAIL FREE ROP ADS**

**FOR COMPLETE DETAILS SEE P. 28** 

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 READYAD DVD AVAILABLE FOR \$7 EA.** 

NOTES:		

POINT-OF-PURCHASE Poster	CODE	PRICE EA.	QTY	EXT. PRICE	
24" x 36" - full color 1 sided	POC	CUSTOM \$9			Sealy
24" x 36" - full color 1 sided	POG	GENERIC \$4			Lowest Price\$!
Banner - Indoor					10.20
7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90			50%
7'x 3.5' - full color 1 sided	BAG	GENERIC \$75			AAAA TIMEE ST. Plane hope does seeming and get
Ceiling Dangler					10% OFF:
24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25			Sale1
24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20			SEASO CLIENS
"Alternate" Ceiling Dangler	CDCII	CUSTOM \$15			VERS
14" x 22" - full color front and back with hanging kit 14" x 22" - full color front and back with hanging kit					
Buttons	CDGII	GLIVEINC \$12			•Order •Single
2.25" - round full color clear cover w/pin back	BU	\$1			S. Ingic
	БО	Ψı			CIRCULARS
<b>Kiosk Replacement Panel</b> 22.875" x 38.5" - full color 1 sided replacement pane	I KP	\$30			Single Sheet:
	1 13	750			VERSION 1
<b>Tent Card</b> 8.5" x 5.25" - full color double sided	TC	\$2			VERSION 2
14" x 8" - full color double sided	LTC	\$3			VERSION 3
—— Hang Tag					4 Page Tab: 1
6" x 9" - full color double sided (price boxes - one side)	HTC	60¢			VERSION 1
6" x 9" - full color double sided (no price boxes)	HTG	60¢			VERSION 2
Sale Tag Extender (Vertical with Prices on Rigi	ht)				VERSION 3
11" x 8.5" - full color 1 side	SSE	75¢			Broadsheet:
Sale Tag					VERSION 1
3.625" x 8.5" - full color 1 sided	SSL	50¢			VERSION 2
Bed End Card Holder Extender					VERSION 3
11" x 11" - full color 1 sided vertical fits at side	VE	75¢			
11" x 8 .5" - full color 1 sided horizontal fits on top	HE	75¢			TOTAL
Foot Extender					IMPORTANT: See F
11" x 8.5" - full color 1 sided	FE	75¢			EVENT BON
Balloons					
18" - round foil balloons		90¢			Bonus #1
18" - round foil balloons		80¢			Bonus #2
9" - Sealy Latex balloons  Curling Pibbon (66'White \$1.00(Poll)	BAL-Sealy				Bonus #3
Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1			Bonus #4
TOTAL					Finance Offer
					rillance Offer:















☐ None

**SELECT COVER DROP-IN BOX** 

Option#

## Step 3. Event Planning SEALY MEGA MATTRESS SALE

**POINT-OF-PURCHASE** 



**EXT. PRICE** 

QTY

download or email samples to retailer.



#### **SELECT CIRCULAR VERSION**







**VERSION 1** 

**VERSION 2** 

Layouts subject to change.

SELECT COVER &

 Order Complete Sample versions) ·Single Sheet 50¢ ea. •Tabs or Broadsheets \$1 ea.

RCULARS	CODE	QTY	PRICE	SEE PAGE 28
ngle Sheet: <mark>8.3</mark>	375 x 11″ 60	# Coated, Cost	\$17/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#
Page Tab: <u>10.5</u>	x 11" folde	d, 45# Coated, (	Cost \$25/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#

VERSION 3	S-SS		Option#
Broadsheet: 13 x 2	1″ 40# C	oated, Cost \$27/m	□ None
VERSION 1	L-SS		
VERSION 2	R-SS		
VERSION 3	S-SS		Option#

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

**EVENT BONUSES / FINANCE OFFER:** 

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

Pack \$7.!	50 ea.	(include	es all
_			

CIRCULARS	CODE	QTY	PRICE	BACK PAGE OPTION SEE PAGE 28
Single Sheet: 8.3	375 x 11" 60	# Coated, Cos	t \$17/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#

 Option#	
□ None	
 Option#	-

	ш
□ None	
Option#	

None	
FI F/T	

**SELECT COVER DROP-IN BOX** 

Option#



Sealy.  MEGA  MATTRESS SALE
TV AVAILABLE
Code# 0206MM-2
Sealy
TV GRAPHICS AVAILABLE
DIRECT MAIL PRINT

Code# 0206MM-1

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

#### **DOWNLOAD OR EMAIL** PRINT **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:			

24" x 36" - full color 1 sided	POC POG	CUSTOM \$9 GENERIC \$4			
Banner - Indoor  7'x 3.5' - full color 1 sided 7'x 3.5' - full color 1 sided	BAC BAG	CUSTOM \$90 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 CDG	CUSTOM \$25 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		CUSTOM \$15 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	КР	\$30			
Tent Card  8.5" x 5.25" - full color double sided  14" x 8" - full color double sided	TC LTC	\$2 \$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 HTG	60¢ 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 HE	75¢ 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)	BAL-Sealy CURRIB	80¢ 80¢ 20¢ \$1			
TOTAL					

CODE PRICE EA.

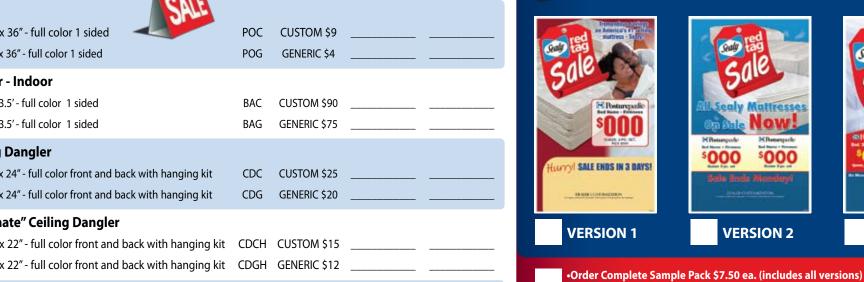
**TOTAL** 

## Step 3. Event Planning SEALY INVENTORY REDUCTION



download or email samples to retailer.

#### **SELECT CIRCULAR VERSION**



Code# 0106RT-1

Sealy.

RED

SATE

Code# 0106RT-2

#### **DIRECT MAIL**

PRINT Zip code driven for targeted marketing.

#### **DOWNLOAD OR EMAIL FREE ROP ADS**

**FOR COMPLETE DETAILS SEE P. 28** 

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 READYAD DVD AVAILABLE FOR \$7 EA.** 

NOTES:			

POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE	
Poster  24" x 36" - full color 1 sided  24" x 36" - full color 1 sided	POC POG	CUSTOM \$9 GENERIC \$4			Gally red and American
Banner - Indoor  7' x 3.5' - full color 1 sided 7' x 3.5' - full color 1 sided	BAC BAG	CUSTOM \$90 GENERIC \$75			Sale
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 CDG	CUSTOM \$25 GENERIC \$20			HUNY! SALE ENDS
"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					VERSIO
Buttons  2.25" - round full color clear cover w/pin back	BU	\$1			•Order Co •Single Sh
Kiosk Replacement Panel  22.875" x 38.5" - full color 1 sided replacement panel	I KP	\$30			Single Sheet: 8
Tent Card  ☐ 8.5" x 5.25" - full color double sided ☐ 14" x 8" - full color double sided	TC LTC	\$2 \$3			VERSION 2 VERSION 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 HTG	60¢ 60¢			4 Page Tab: 10  VERSION 1  VERSION 2
Sale Tag Extender (Vertical with Prices on Right 11" x 8.5" - full color 1 side	<b>ht)</b> SSE	75¢			VERSION 3  Broadsheet: 13
Sale Tag  3.625" x 8.5" - full color 1 sided	SSL	50¢			VERSION 1  VERSION 2
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 HE	75¢ 75¢			VERSION 3
Foot Extender  11" x 8.5" - full color 1 sided	FE	75¢			IMPORTANT: See P. 2:
Balloons  18" - round foil balloons  18" - round foil balloons  9" - Sealy Latex balloons	BAL-Sealy			=	Bonus #1 Bonus #2 Bonus #3
Curling Ribbon (66'White -\$1.00/Roll)  TOTAL	CURRIB	\$1			Bonus #4 Finance Offer:_
					i ilialice Ollel





**VERSION 2** 

Single Sheet 50¢ ea. • Tabs or Broadsheets \$1 ea.

Layouts subject to change.

**SELECT COVER &** 

Option#

☐ None

**SELECT COVER DROP-IN BOX** 

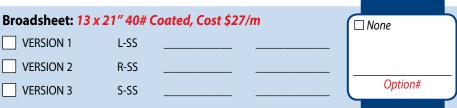
Option#

WRITE IN EVENT

**SALE DATES** 

**BACK PAGE OPTIONS CIRCULARS** CODE PRICE SEE PAGE 28 Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m □None VERSION 1 L-SS VERSION 2 R-SS VERSION 3 S-SS

4 Page Tab: 10.5	x 11" fold	led, 45# Coated, Cost \$25/m	□ None
VERSION 1	L-SS		_
VERSION 2	R-SS		_
VERSION 3	S-SS		Option#



#### **TOTAL**

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

## **EVENT BONUSES / FINANCE OFFER:** Bonus #1

Bonus #3 Bonus #4















## Step 3. Event Planning SEALY GRAND OPENING CELEBRATION



download or email samples to retailer.

## PRINT

## **SELECT CIRCULAR VERSION**







**VERSION 1** 

**VERSION 2** 

Layouts subject to change.

SELECT COVER &

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: 8.3	375 x 11" 60	0# Coated, Cost	\$17/m				
VERSION 1	L-SS						
VERSION 2	R-SS						
VERSION 3	S-SS						
4 Page Tab: 10.5	4 Page Tab: 10.5 x 11" folded, 45# Coated, Cost \$25/m						
VERSION 1	L-SS						
VERSION 2	R-SS						
VERSION 3	S-SS		-				
Broadsheet: 13)	x 21" 40# C	oated, Cost \$27/	/m				
VERSION 1	L-SS						
VERSION 2	R-SS						
VERSION 3	S-SS						

PRICE	SEE PAGE 28
m	□ None
<del></del>	
	Option#

☐ None

VERSION 1	L-SS		
VERSION 2	R-SS		
VERSION 3	S-SS		Option#
roadsheet: 13	x 21" 40# (	Coated, Cost \$27/m	☐ None
VERSION 1	L-SS		
VERSION 2	R-SS		
VERSION 3	S-SS		Option#

TOTAL	□ None SELECT COVER
IMPORTANT: See P. 29 for set-up and freight charges.	DROP-IN BOX
<b>EVENT BONUSES / FINANCE OFFER:</b>	
Bonus #1	Option#

WRITE IN EVEN' SALE DATES	
Record on calendar grid	i

# Code# 0906GO-1 Code# 906GO-2 PRINT PRINT

#### **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  24" x 36" - full color 1 sided  24" x 36" - full color 1 sided	POC POG	CUSTOM \$9 GENERIC \$4			GRAND S
Banner - Indoor  7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90			Celebration!
Ceiling Dangler  24" x 24" - full color front and back with hanging kit	BAG	GENERIC \$75  CUSTOM \$25			Scale America's #1 Selling
24" x 24" - full color front and back with hanging kit "Alternate" Ceiling Dangler	CDG	GENERIC \$20			DEM DE CENTRAL MONEY
14" x 22" - full color front and back with hanging kit 14" x 22" - full color front and back with hanging kit					VERSIO
Buttons  2.25" - round full color clear cover w/pin back	BU	\$1			•Single She
Kiosk Replacement Panel  22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30			Single Sheet: 8.3
Tent Card  8.5" x 5.25" - full color double sided  14" x 8" - full color double sided	TC LTC	\$2 \$3			VERSION 2 VERSION 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 HTG	60¢ 60¢			4 Page Tab: 10.5  VERSION 1  VERSION 2
Sale Tag Extender (Vertical with Prices on Right 11"x 8.5" - full color 1 side	sse	75¢			VERSION 3  Broadsheet: 13
Sale Tag  3.625" x 8.5" - full color 1 sided	SSL	50¢			VERSION 1  VERSION 2
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 HE	75¢ 75¢			VERSION 3
Foot Extender  11" x 8.5" - full color 1 sided	FE	75¢			IMPORTANT: See P. 29  EVENT BONU
Balloons  18" - round foil balloons  18" - round foil balloons  9" - Sealy Latex balloons  Curling Ribbon (66' White -\$1.00/Roll)	BAL-Sealy CURRIB	80¢ 80¢ 20¢ \$1			Bonus #1 Bonus #2 Bonus #3
TOTAL	CONNIB	Ţ			Bonus #4 Finance Offer:

## Step 3. Event Planning SEALY SPECIAL PURCHASE

# ONLINE!

download or email samples to retailer.

#### **SELECT CIRCULAR VERSION**

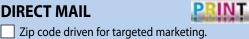
**\$000** 



Code# 0107SP-2



#### **DIRECT MAIL**



**FOR COMPLETE DETAILS SEE P. 28** 

#### **DOWNLOAD OR EMAIL FREE ROP ADS**



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**COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.** 

NOTES:		

POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE
Poster	1001		<u> </u>	
24" x 36" - full color 1 sided	POC	CUSTOM \$9		
24" x 36" - full color 1 sided	POG	GENERIC \$4		
Banner - Indoor				
7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90		
7'x 3.5'- full color 1 sided	BAG	GENERIC \$75		
Ceiling Dangler				
24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25		
24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20		
"Alternate" Ceiling Dangler				
14" x 22" - full color front and back with hanging kit	CDCH	CUSTOM \$15		
14" x 22" - full color front and back with hanging kit	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	TC	\$2		
14" x 8" - full color double sided	LTC	\$3		
Hang Tag				
6" x 9" - full color double sided (price boxes - one side)	HTC	60¢		
6" x 9" - full color double sided (no price boxes)	HTG	60¢		
Sale Tag Extender (Vertical with Prices on Righ	t)			
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	VE	75¢		
11" x 8 .5" - full color 1 sided horizontal fits on top	HE	75¢		<del></del>
Foot Extender		, ,		
11" x 8.5" - full color 1 sided	FE	75¢		
	1 L	7.54		
Balloons		004		
18" - round foil balloons		80¢		
18" - round foil balloons  9" - Sealy Latex balloons	BAL-Sealy	80¢ 20¢		
Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1		
	20.1110	7 '		
TOTAL				



**VERSION 2** 

BOX America's \* Selling Mattress

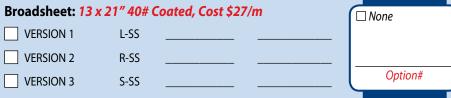


**VERSION 3** Layouts subject to change.

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

**SELECT COVER & BACK PAGE OPTIONS CIRCULARS** CODE PRICE SEE PAGE 28 Single Sheet: 8.375 x 11" 60# Coated, Cost \$17/m □None VERSION 1 L-SS VERSION 2 R-SS Option# VERSION 3 S-SS

4 Page Tab: 10.5	x 11" fold	ded, 45# Coated, Cost \$25/m	□ None
VERSION 1	L-SS		
VERSION 2	R-SS		
VERSION 3	S-SS		Option#
Broadsheet: 13	x 21″ 40# (	Coated, Cost \$27/m	□ None



#### **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:

☐ None **SELECT COVER DROP-IN BOX** 

WRITE IN EVENT **SALE DATES** 

Option#















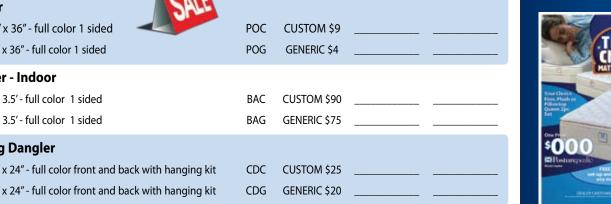
## Step 3. Event Planning SEALY TRIPLE CHOICE SALE



download or email samples to retailer.

## PRINT

#### **SELECT CIRCULAR VERSION**





Code# 0707TC-1

Sealy.

Triple Choice Mattress

Sale

DIRECT MAIL
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PRINT Zip code driven for targeted marketing.

FOR COMPLETE DETAILS SEE P. 28

#### **DOWNLOAD OR EMAIL FREE ROP ADS**

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PRINT

**COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.** 

NOTES:	

POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE
Poster  24" x 36" - full color 1 sided  24" x 36" - full color 1 sided	POC POG	CUSTOM \$9 GENERIC \$4		
Banner - Indoor  7' x 3.5' - full color 1 sided 7' x 3.5' - full color 1 sided	BAC BAG	CUSTOM \$90 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 CDG	CUSTOM \$25 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		CUSTOM \$15 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 LTC	\$2 \$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 HTG	60¢ 60¢		
Sale Tag Extender (Vertical with Prices on Right  11"x 8.5" - full color 1 side	<b>t)</b> 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 HE	75¢ 75¢		
Foot Extender  11" x 8.5" - full color 1 sided	FE	75¢		
	3AL-Sealy CURRIB	80¢ 80¢ 20¢ \$1		
TOTAL				



Triple Choice COVER BOX

**VERSION 1** 

ONLINE!

**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	SELECT COVER & BACK PAGE OPTION SEE PAGE 28
Single Sheet: <mark>8.3</mark>	375 x 11″ 60	# Coated, Cos	t \$17/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#
_				
l Page Tab: <i>10.5</i>	x 11" folde	d, 45# Coated,	Cost \$25/m	☐ None
VERSION 1	L-SS			

VERSION 3	5-55			Γ
Broadsheet: 13	x 21" 40# C	oated, Cost \$27/m	□ None	L
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS		Option#	

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		_

VERSION 2

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

## **EVENT BONUSES / FINANCE OFFER:** Bonus #1

Bonus #2 Bonus #3 Bonus #4

Finance Offer: \_

☐ None **SELECT COVER DROP-IN BOX** 

Option#



## Step 3. Event Planning SEALY TRUCKLOAD SALE



download or email samples to retailer.



#### **SELECT CIRCULAR VERSION**







**VERSION 1** 

**VERSION 2** 

Layouts subject to change.

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

				ANI MANI ANI MANI
CIRCULARS	CODE	QTY	PRICE	SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28
ingle Sheet: <mark>8.3</mark>	875 x 11" 60	# Coated, Cost	t \$17/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#
Page Tab: 10.5	x 11" folded	1, 45# Coated,	Cost \$25/m	□None
VERSION 1	L-SS			-
VERSION 2	R-SS			
VERSION 3	S-SS			Option#

Broadsheet: 13	3 x 21" 40# (	Coated, Cost \$27/m	☐ None
VERSION 1	L-SS		
VERSION 2	R-SS	<del></del>	
VERSION 3	S-SS		Option#

### TOTAL

VERSION 3

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

#### **EVENT BONUSES / FINANCE OFFER:**

S-SS

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

WRITE IN EVENT **SALE DATES** 

**SELECT COVER DROP-IN BOX** 

Option#

□ None

Code# 0107TL-1
TRUCKLOAD  MATTRESS  SAVINGS EVENT!  Sealy  TV  GRAPHICS  AVALABLE
Code# 0107TL-2
Code# 0107TL-2

#### **DIRECT MAIL**

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

#### **DOWNLOAD OR EMAIL FREE ROP ADS**

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PRINT

PRINT

**COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.** 

NOTES:		

POINT-OF-PURCHASE Poster	CODE	PRICE EA.	QTY	EXT. PRICE
24" x 36" - full color 1 sided  24" x 36" - full color 1 sided	POC POG	CUSTOM \$9 GENERIC \$4		
Banner - Indoor  7' x 3.5' - full color 1 sided 7' x 3.5' - full color 1 sided	BAC BAG	CUSTOM \$90 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 CDG	CUSTOM \$25 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		CUSTOM \$15 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 LTC	\$2 \$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 HTG	60¢ 60¢		
Sale Tag Extender (Vertical with Prices on Righ  11" x 8.5" - full color 1 side	t) 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 HE	75¢ 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)	BAL-Sealy CURRIB	80¢ 80¢ 20¢ \$1		
TOTAL				











## Step 3. Event Planning ULTIMATE SEALY SALE



download or email samples to retailer.



#### **SELECT CIRCULAR VERSION**



GO

ONLINE!





**VERSION 1** 

**VERSION 2** 

Layouts subject to change

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

				CELECT COVER O
RCULARS	CODE	QTY	PRICE	SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28
ngle Sheet: <mark>8.3</mark>	875 x 11" 60	# Coated, Cos	t \$17/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#
Page Tab: 10.5	x 11" folded	l, 45# Coated,	Cost \$25/m	□None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#

VERSION 2	K-55			
VERSION 3	S-SS		(	Option#
Froadsheet: 13 x 2	1" 40# C	oated, Cost \$27/m		□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#

#### IMPORTANT: See P. 29 for set-up and freight charges. **EVENT BONUSES / FINANCE OFFER:**

Bonus #1 Bonus #2 Bonus #3 Bonus #4



**SELECT COVER DROP-IN BOX** 

Option#

□None

SALE VAVAILABLE
Code# 0407UM-2
Sealy  ULTIMATE  Mattress  SIALLE  AVAILABLE
DIRECT MAIL PRINT

Code# 0407UM-1

Sealy.

## DIKECI MAIL

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

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PRINT

**COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.** 

NOTES:		

POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE	
Poster  24" x 36" - full color 1 sided  24" x 36" - full color 1 sided	POC POG	CUSTOM \$9 GENERIC \$4			Get a Complete Top to-Botto  Toy a Sea  Mattern  Ultimate
Banner - Indoor					SALF SALF
7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90			
7' x 3.5' - full color 1 sided	BAG	GENERIC \$75			
Ceiling Dangler					sooo
24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25			000
24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20			ON THE CONTRACTOR
'Alternate" Ceiling Dangler					VEDGLO
14" x 22" - full color front and back with hanging kit	t CDCH	CUSTOM \$15			VERSIO
14" x 22" - full color front and back with hanging kit	t CDGH	GENERIC \$12			•Order Co
Buttons					•Single Sh
2.25" - round full color clear cover w/pin back	BU	\$1			CIDCIII ADC
Kiosk Replacement Panel					CIRCULARS
22.875" x 38.5" - full color 1 sided replacement pane	el KP	\$30			Single Sheet: 8.
Fent Card					VERSION 1
8.5" x 5.25" - full color double sided	TC	\$2			VERSION 2
14" x 8" - full color double sided	LTC	\$3			VERSION 3
Hang Tag					4 Page Tab: 10.
6" x 9" - full color double sided (price boxes - one side)	) HTC	60¢			VERSION 1
6" x 9" - full color double sided (no price boxes)	HTG	60¢			VERSION 2
Sale Tag Extender (Vertical with Prices on Rig	ıht)				VERSION 3
11" x 8.5" - full color 1 side	SSE	75¢			_
					Broadsheet: 13
<b>Sale Tag</b> 3.625" x 8.5" - full color 1 sided	SSL	50¢			VERSION 1
	JJL	30¢			VERSION 2
Bed End Card Holder Extender	VE	754			VERSION 3
11" x 11" - full color 1 sided vertical fits at side	VE HE	75¢	<del></del>	<del></del>	TOTAL
11" x 8 .5" - full color 1 sided horizontal fits on top	ПЕ	75¢			TOTAL
Foot Extender		75.			IMPORTANT: See P. 29
11" x 8.5" - full color 1 sided	FE	75¢			EVENT BONU
Balloons					Bonus #1
18" - round foil balloons		80¢			
18" - round foil balloons	RAL Cook	80¢			Bonus #2
9" - Sealy Latex balloons	BAL-Sealy CURRIB	20¢ \$1		<u></u>	Bonus #3
Curling Ribbon (66' White -\$1.00/Roll)	COMMID	¥ 1			
Curling Ribbon (66' White -\$1.00/Roll)					Bonus #4

## Step 3. Event Planning SEALY WAREHOUSE SALE



PRINT **DIRECT MAIL** Zip code driven for targeted marketing.

Sealy.

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and photos. PDF version are also available.

**COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.** 

NOTES:		

POINT-OF-PURCHASE Poster	DOINT OF DUDGUAGE	<b>605</b> -	DD:4=	<b>A</b> =1	EVE 55: 2-
24"x 36"-full color 1 sided POC CUSTOM \$9  24"x 36"-full color 1 sided POG GENERIC \$4  Banner - Indoor  7 x 3.5"-full color 1 sided BAC CUSTOM \$90  7 x 3.5"-full color 1 sided BAG GENERIC \$75  Ceiling Dangler  24"x 24"-full color front and back with hanging kit CDC CUSTOM \$25  24"x 24"-full color front and back with hanging kit CDG GENERIC \$20  24"x 22"-full color front and back with hanging kit CDGH CUSTOM \$15  14"x 22"-full color front and back with hanging kit CDGH GENERIC \$12  Buttons  225"-round full color clear cover w/pin back BU \$1  Kiosk Replacement Panel  22.2875"x 38.5"-full color 1 sided replacement panel KP \$30  Tent Card  8.5"x 5.25"-full color double sided TC \$2  14"x 8"-full color double sided (price boxes - one side) HTC 60c  6"x 9"-full color double sided (price boxes - one side) HTC 60c  Sale Tag Extender (Vertical with Prices on Right)  11"x 8.5"-full color 1 sided SSL 50c  Bed End Card Holder Extender  11"x 11"-full color 1 sided wertical fits at side VE 75c  11"x 8.5"-full color 1 sided FE 75c  Balloons  18"-round foil balloons 80c  18"-round foil balloons 80c  18"-round foil balloons 80c  18"-round foil balloons 80c  Curling Ribbon (66'White -\$1.00/Roill) CURRIB \$11		CODE	PRICE EA.	QTY	EXT. PRICE
24"x 36"-full color 1 sided		POC	CUSTOM \$9		
7'x3.5'-full color 1 sided					
7'x 3.5'-full color 1 sided	Banner - Indoor				
Ceiling Dangler  24" x 24" - full color front and back with hanging kit CDC CUSTOM \$25  24" x 24" - full color front and back with hanging kit CDG GENERIC \$20  "Alternate" Ceiling Dangler  14" x 22" - full color front and back with hanging kit CDGH CUSTOM \$15  14" x 22" - full color front and back with hanging kit 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 TC \$2  14" x 8" - full color double sided LTC \$3  Hang Tag  6" x 9" - full color double sided (price boxes - one side) HTC 60C  6" x 9" - full color double sided (no price boxes) HTG 60C  Sale Tag Extender (Vertical with Prices on Right)  11" x 8.5" - full color 1 side SSL 50C  Sale Tag  3.625" x 8.5" - full color 1 sided vertical fits at side VE 75C  11" x 8.5" - full color 1 sided vertical fits on top HE 75C  Foot Extender  11" x 11" - full color 1 sided FE 75C  Balloons  18" - round foil balloons 80C  18" - round foil balloons 80C  18" - round foil balloons 80C  Curling Ribbon (66'White - \$1.00/Roll) CURRIB \$1	_	BAC	CUSTOM \$90		
24"x 24"-full color front and back with hanging kit	7' x 3.5' - full color 1 sided	BAG	GENERIC \$75		
24"x 24"-full color front and back with hanging kit	Ceiling Dangler				
24" x 24"- full color front and back with hanging kit	_	CDC	CUSTOM \$25		
14" x 22" - full color front and back with hanging kit CDCH CUSTOM \$15     14" x 22" - full color front and back with hanging kit CDGH GENERIC \$12     Buttons					
14" x 22" - full color front and back with hanging kit CDCH CUSTOM \$15     14" x 22" - full color front and back with hanging kit CDGH GENERIC \$12     Buttons	"Alternate" Ceiling Dangler				
14" x 22" - full color front and back with hanging kit CDGH GENERIC \$12	_	CDCH	CUSTOM \$15		
□ 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   □ 8.5" x 5.25" - full color double sided TC \$2 □   □ 14" x 8" - full color double sided LTC \$3 □   Hang Tag 6"x 9" - full color double sided (price boxes - one side) HTC 60c □ 60c □   □ 6"x 9" - full color double sided (no price boxes) HTG 60c □ <td></td> <td></td> <td></td> <td></td> <td></td>					
□ 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   □ 8.5" x 5.25" - full color double sided TC \$2 □   □ 14" x 8" - full color double sided LTC \$3 □   Hang Tag □ 6" x 9" - full color double sided (price boxes - one side) HTC 60c □ □   □ 6" x 9" - full color double sided (no price boxes) HTG 60c □ □   Sale Tag Extender (Vertical with Prices on Right) □ 11" x 8.5" - full color 1 side SSE 75c □   Sale Tag □ 3.625" x 8.5" - full color 1 sided SSL 50c □ □   Bed End Card Holder Extender □ 11" x 11" - full color 1 sided vertical fits at side VE 75c □ □ 11" x 8.5" - full color 1 sided horizontal fits on top HE 75c □ □ 11" x 8.5" - full color 1 sided FE 75c □ □ 18" - round foil balloons 80c □ □ 18" - round foil balloons 80c □ □ 18" - round foil balloons 80c □ □ 0 □ 18" - round foil balloons 80c □ □ 0 □ 0 □ 0 □ 0 □ 0 □ 0 □ 0 □ 0 □ 0 □ 0 □ 0 □ 0 □ 0 □ 0 □ 0 □ 0 □ 0 □ 0 □ 0 □	Buttons				
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 TC \$2		BU	\$1		
Tent Card 8.5" x 5.25" - full color double sided TC \$2   □ 14" x 8" - full color double sided LTC \$3   Hang Tag 6" x 9" - full color double sided (price boxes - one side) HTC 60c   □ 6" x 9" - full color double sided (no price boxes) HTG 60c   Sale Tag Extender (Vertical with Prices on Right) □ 11" x 8.5" - full color 1 side SSE 75c   Sale Tag 3.625" x 8.5" - full color 1 sided SSL 50c   Bed End Card Holder Extender □ 11" x 11" - full color 1 sided vertical fits at side VE 75c   □ 11" x 8.5" - full color 1 sided horizontal fits on top HE 75c   Foot Extender □ 11" x 8.5" - full color 1 sided FE 75c   Balloons 18" - round foil balloons 80c 80c   □ 8" - Sealy Latex balloons 80c 9" - Sealy Latex balloons 80c 9" - Sealy Latex balloons   □ Curling Ribbon (66'White -\$1.00/Roll) CURRIB \$1					
Tent Card    8.5" x 5.25" - full color double sided	_ ·	KP	\$30		
□ 8.5" x 5.25" - full color double sided TC \$2   □ 14" x 8" - full color double sided LTC \$3    Hang Tag  □ 6" x 9" - full color double sided (price boxes - one side) HTC 60¢ □ 6" x 9" - full color double sided (no price boxes) 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 VE 75¢ □ 11" x 8.5" - full color 1 sided horizontal fits on top HE 75¢  Foot Extender □ 11" x 8.5" - full color 1 sided FE 75¢  Balloons □ 18" - round foil balloons 80¢ □ 18" - round foil balloons 80¢ □ 9" - Sealy Latex balloons BAL-Sealy 20¢ □ Curling Ribbon (66'White -\$1.00/Roll) CURRIB \$1		IXI	750		
Hang Tag    6" x 9" - full color double sided (price boxes - one side)   HTC   600     6" x 9" - full color double sided (no price boxes)   HTG   600     5ale Tag Extender (Vertical with Prices on Right)     11" x 8.5" - full color 1 side   SSE   750    Sale Tag     3.625" x 8.5" - full color 1 sided   SSL   500    Bed End Card Holder Extender     11" x 11" - full color 1 sided vertical fits at side   VE   750     11" x 8.5" - full color 1 sided horizontal fits on top   HE   750    Foot Extender     11" x 8.5" - full color 1 sided   FE   750    Balloons     18" - round foil balloons   800     18" - round foil balloons   800     9" - Sealy Latex balloons   BAL-Sealy   200     Curling Ribbon (66' White -\$1.00/Roll)   CURRIB   \$1		TC	¢ο		
Hang Tag    6"x 9" - full color double sided (price boxes - one side)			·		
6" x 9" - full color double sided (price boxes - one side)		LIC	73		
6"x 9"- full color double sided (no price boxes)		штс	604		
Sale Tag Extender (Vertical with Prices on Right)  \[ \] 11" x 8.5" - full color 1 side  SSE  75¢  \]  \[ \] 3.625" x 8.5" - full color 1 sided  SSL  50¢  \]  \[ \] 3.625" x 8.5" - full color 1 sided  SSL  50¢   \]  \[ \] 11" x 11" - full color 1 sided vertical fits at side  VE  75¢     11" x 8.5" - full color 1 sided horizontal fits on top  HE  75¢  \q					
□ 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 VE 75¢   □ 11"x 8.5" - full color 1 sided horizontal fits on top HE 75¢   Foot Extender □ 11"x 8.5" - full color 1 sided FE 75¢   Balloons □ 18" - round foil balloons 80¢ □   □ 18" - round foil balloons 80¢ □   □ 9" - Sealy Latex balloons BAL-Sealy 20¢ □   □ Curling Ribbon (66' White -\$1.00/Roll) CURRIB \$1	<del>_</del>		004		
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  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)  CURRIB \$1			75.6		
☐ 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   ☐ VE   ☐ 75¢     ☐ 11" x 8.5" - full color 1 sided horizontal fits on top   ☐ HE   ☐ 75¢     ☐ Toot Extender   ☐ 11" x 8.5" - full color 1 sided   ☐ FE   ☐ 75¢     ☐ Balloons   ☐ 80¢   ☐ 18" - round foil balloons   ☐ 80¢   ☐ 9" - Sealy Latex balloons   ☐ BAL-Sealy   ☐ 20¢   ☐ Curling Ribbon (66' White -\$1.00/Roll)		35E	/54		
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  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)  CURRIB \$1	_				
□ 11″x 11″- full color 1 sided vertical fits at side VE 75¢   □ 11″x 8.5″- full color 1 sided horizontal fits on top HE 75¢    Foot Extender  □ 11″x 8.5″- full color 1 sided  FE 75¢  Balloons  □ 18″- round foil balloons □ 18″- round foil balloons □ 18″- round foil balloons □ 9″- Sealy Latex balloons □ Gurling Ribbon (66′ White -\$1.00/Roll) 80¢ □ 18/1   □ Curling Ribbon (66′ White -\$1.00/Roll) CURRIB \$1 □ 18/1	3.625" x 8.5" - full color 1 sided	SSL	50¢		
Toot Extender  In 11" x 8 .5" - full color 1 sided horizontal fits on top  HE 75¢  Foot Extender  In 11" x 8.5" - full color 1 sided  FE 75¢  Balloons  Is 18" - round foil balloons  Is 18" - round foil balloons  P' - Sealy Latex balloons  Curling Ribbon (66' White -\$1.00/Roll)  CURRIB \$1	_				
Foot Extender         □ 11"x 8.5" - full color 1 sided       FE 75¢         Balloons         □ 18" - round foil balloons       80¢         □ 18" - round foil balloons       80¢         □ 9" - Sealy Latex balloons       BAL-Sealy       20¢         □ Curling Ribbon (66' White -\$1.00/Roll)       CURRIB       \$1					
11"x 8.5" - full color 1 sided   FE   75¢	11" x 8 .5" - full color 1 sided horizontal fits on top	HE	75¢		
Balloons       80¢         18" - round foil balloons       80¢         9" - Sealy Latex balloons       BAL-Sealy         Curling Ribbon (66' White -\$1.00/Roll)       CURRIB					
18" - round foil balloons   80¢	11" x 8.5" - full color 1 sided	FE	75¢		
18" - round foil balloons	Balloons				
9" - Sealy Latex balloons  BAL-Sealy  Curling Ribbon (66' White -\$1.00/Roll)  CURRIB  \$1	18" - round foil balloons		80¢		
Curling Ribbon (66' White -\$1.00/Roll)  CURRIB \$1			80¢		
TOTAL	Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1		
	TOTAL				



download or email samples to retailer.

#### **SELECT CIRCULAR VERSION**







**VERSION 1** 

**VERSION 2** 

Layouts subject to change.

**PTIONS** 

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

				CELECT COVED 9
CIRCULARS	CODE	QTY	PRICE	SELECT COVER & BACK PAGE OPTIONS SEE PAGE 28
Single Sheet: 8.3	375 x 11" 60	# Coated, Cost	\$17/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			-
VERSION 3	S-SS			Option#
4 Dago Taby 10 F	v 11" folder	1 AE# Coatad	Cact \$2E/m	

Page Tab: 10.5	5 x 11" fold	led, 45# Coated, C	ost \$25/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS	- <del></del>		Option#
aadahaati 19	v 21" // // //	Coated Cast \$27/	22	

Broadsheet: 13	□None		
VERSION 1	L-SS		
VERSION 2	R-SS		
VERSION 3	S-SS		Option#

#### **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: \_

Option# WRITE IN EVENT **SALE DATES** 

**SELECT COVER DROP-IN BOX** 

☐ None















## Step 3. Event Planning SEALY YEAR END CLEARANCE



download or email samples to retailer.



#### **SELECT CIRCULAR VERSION**







**VERSION 1** 

**VERSION 2** 

Layouts subject to change.

□None

**SELECT COVER DROP-IN BOX** 

Option#

WRITE IN EVENT

**SALE DATES** 

**SELECT COVER &** 

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

CIRCULARS	CODE	QTY	PRICE	BACK PAGE OPTIONS SEE PAGE 28
Single Sheet: 8.3	375 x 11″ 60	# Coated, Cost	\$17/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#
4 Page Tab: 10.5	x 11" folded	l, 45# Coated,	Cost \$25/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#

VERSION 3	S-SS		Option#
Broadsheet: 13	x 21" 40# (	Coated, Cost \$27/m	☐ None
VERSION 1	L-SS		
VERSION 2	R-SS		
VERSION 3	S-SS		Option#

#### **EVENT BONUSES / FINANCE OFFER:**

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

Bonus #2 Bonus #3 Bonus #4

Record on calendar grid Finance Offer: \_

0		TV	TV
	Code#	0506YE	C-2
	Se	aly	
Ç	Year	RANC	E
0		GRAPHICS	AVAILABLE

Code# 0506YEC-1

#### **DIRECT MAIL**

**FREE ROP ADS** 

PRINT Zip code driven for targeted marketing.

## **DOWNLOAD OR EMAIL**

**FOR COMPLETE DETAILS SEE P. 28** 

PRINT

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  24" x 36" - full color 1 sided	POC	CUSTOM \$9		
24" x 36" - full color 1 sided	POG	GENERIC \$4		
Banner - Indoor				
7' x 3.5' - full color 1 sided	BAC	CUSTOM \$90		
7'x 3.5' - full color 1 sided	BAG	GENERIC \$75		
Ceiling Dangler				
24" x 24" - full color front and back with hanging kit	CDC	CUSTOM \$25		
24" x 24" - full color front and back with hanging kit	CDG	GENERIC \$20		
"Alternate" Ceiling Dangler				
14" x 22" - full color front and back with hanging kit		CUSTOM \$15		
14" x 22" - full color front and back with hanging kit	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	TC	\$2		
14" x 8" - full color double sided	LTC	\$3		
Hang Tag				
6" x 9" - full color double sided (price boxes - one side)	HTC	60¢		
6" x 9" - full color double sided (no price boxes)	HTG	60¢		
Sale Tag Extender (Vertical with Prices on Righ	ıt)			
11" x 8.5" - full color 1 side	SSE	75¢		
	552	, , ,		
Sale Tag	CCI	FOC		
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	VE	75¢		
11" x 8 .5" - full color 1 sided horizontal fits on top	HE	75¢		
Foot Extender				
11" x 8.5" - full color 1 sided	FE	75¢		
Balloons				
18" - round foil balloons		80¢		
18" - round foil balloons		80¢		
	BAL-Sealy			
Curling Ribbon (66'White -\$1.00/Roll)	CURRIB	\$1		
TOTAL				

**TOTAL** 

Bonus #1

## Step 3. Event Planning SEALY JANUARY CLEARANCE



JANUARY CLEARANCE SALE!	
	TV

#### **DIRECT MAIL**

PRINT 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.

PRINT

**COMPLETE EVENT READYAD DVD AVAILABLE FOR \$7 EA.** 

NOTES:		

POINT-OF-PURCHASE	CODE	PRICE EA.	QTY	EXT. PRICE
Poster	DC C	CUCTONA		
24" x 36" - full color 1 sided 24" x 36" - full color 1 sided	POC POG	CUSTOM \$9 GENERIC \$4		
	FUG	GENERIC 34		
Banner - Indoor	DAC	CUSTOM ÉGO		
7' x 3.5' - full color 1 sided 7' x 3.5' - full color 1 sided	BAC BAG	CUSTOM \$90 GENERIC \$75		
	DAG	GLIVENIC \$73		
Ceiling Dangler	CDC	CUSTOM \$25		
24" x 24" - full color front and back with hanging kit 24" x 24" - full color front and back with hanging kit	CDC CDG	CUSTOM \$25 GENERIC \$20		
	CDG	GLIVEINC \$20		
"Alternate" Ceiling Dangler  14" x 22" full color front and back with banging kit.	כחכוו	CLISTOM 615		
14" x 22" - full color front and back with hanging kit 14" x 22" - full color front and back with hanging kit		CUSTOM \$15 GENERIC \$12		
	CDOIL	GLIVEINC 912		
Buttons  2.35" round full color clear cover w/nin back	ווח	č1		
2.25" - round full color clear cover w/pin back	BU	\$1		
Kiosk Replacement Panel	1/5	40-		
22.875" x 38.5" - full color 1 sided replacement panel	KP	\$30		
Tent Card				
8.5" x 5.25" - full color double sided	TC	\$2		
14" x 8" - full color double sided	LTC	\$3		
Hang Tag				
6"x 9" - full color double sided (price boxes - one side)	HTC	60¢		
6" x 9" - full color double sided (no price boxes)	HTG	60¢		
Sale Tag Extender (Vertical with Prices on Righ	it)			
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	VE	75¢		
11" x 8 .5" - full color 1 sided horizontal fits on top	HE	75¢		
Foot Extender				
11" x 8.5" - full color 1 sided	FE	75¢		
Balloons				
18" - round foil balloons		80¢		
18" - round foil balloons		80¢		
9" - Sealy Latex balloons	BAL-Sealy	20¢		
Curling Ribbon (66' White -\$1.00/Roll)	CURRIB	\$1		
TOTAL				



download or email samples to retailer.



#### **SELECT CIRCULAR VERSION**







**VERSION 1** 

**VERSION 2** 

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	BACK PAGE OPTION SEE PAGE 28
Single Sheet: 8.3	375 x 11″ 60	# Coated, Cos	t \$17/m	□ None
VERSION 1	L-SS			
VERSION 2	R-SS			
VERSION 3	S-SS			Option#
4 Da Tab. 40 F	44" (-14-	1 454 6 - 4 - 4	Cont 625/m	
4 Page Tab: <u>10.5</u>	x i i roiae	a, 45# Coatea,	Cost \$25/m	□None
VERSION 1	I-SS			

VERSION 3	S-SS		Option#
Broadsheet: 13	x 21″ 40#	Coated, Cost \$27/m	□ None
VERSION 1	L-SS		
VERSION 2	R-SS		
VERSION 3	S-SS		Option#

#### **TOTAL**

VERSION 2

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 DROP-IN BOX** 

Option#

☐ None















#### **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.















SpringFree



**Natural Rest** 



**Natural Origins** 

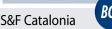


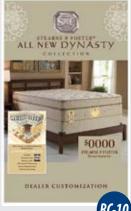




**S&F Provencial** 







**S&F Dynasty** 

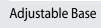


S&F Wellington

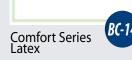


S&F Siena



















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





















## **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

# 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

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

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

**Stearns & Foster** 

Camdenhurst Plush Queen 2 pc. Set

Less

\$1,199<sup>99</sup> 10% OFF \$1,079

NEW Effective Dec. 17th 2007

Sales Event Advertising

IMAP allowing 10% OFF

NOW

Sale

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	= \$		

## **QUESTIONS AND CONTACTS**

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

Circulars ......Camisha Houston (camishab@gvu.net)

Point of Purchase......Crystal Pirtle (crystal@gvu.net)
Special Projects.....Joyce Stephens (joyce@gvu.net)
Special Projects......Christie Daniel (christie@gvu.net)

 $Special\ Projects.....Don\ Brown\ (don@gvu.net)$ 

#### **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.

## Horich Parks Lebow

advertisin



- SPOT TelevisionRadio Scripts
- Phone: 1-800-878-8989
  Mailing Address:



101 Schilling Road • Suite 30 Hunt Valley, MD 21031

#### **SPOT Television Ad Production**

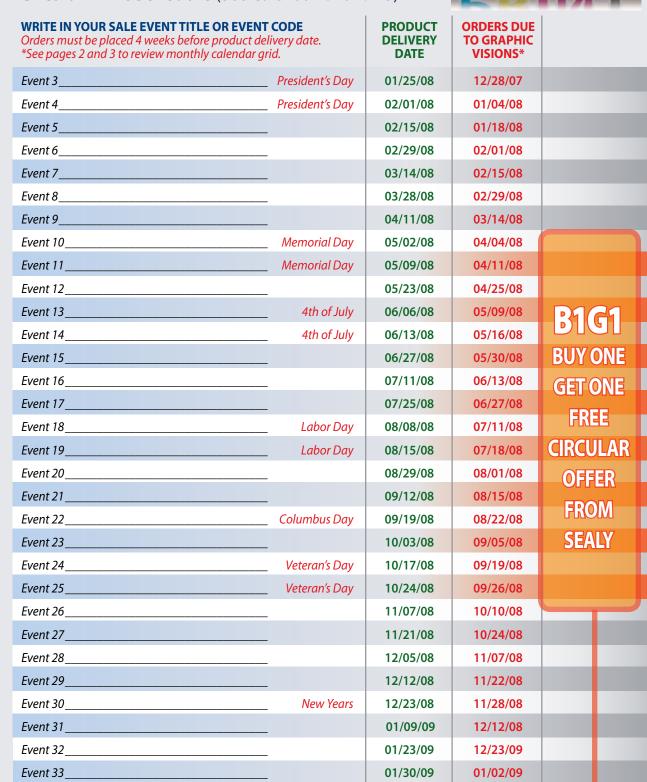
 Order due to Horich Parks Lebow 3 Weeks prior to "Need by" date.

#### **Radio Ad Production**

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

## **QUICK VIEW**

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



#### **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.

