

Our commitment to you is to help promote your product with the intention of realizing a demonstrable increase in sales. Although there are many extraneous variables that affect product viability in the marketplace, there are some constants that underline better sales. As is evident in repeated TV commercials and bill board ads, constant visibility of your products to both retailers and consumers help to ensure product viability.

The following are various marketing tools that we offer to help promote your product:

- **Catalogue Ads:** The Puresource wholesale catalogue is published every 2 months and allows your products and programs to be advertised 6 times a year. Over 3,000 independent retail buyers from coast to coast receive the catalogue. It is the single largest and consistent selling tool available to our sales representatives. ***Our data has shown that a single Puresource catalogue ad may contribute to a 10% increase in sales; while advertising in three catalogue issues may contribute to a 26% increase overall.***  
**Fee: \$499-\$799 dependant on position**
- **Brand Profile Reports:** Monthly sales reports are available to better equip you in tracking brand performance so that promotional programs may be more effectively designed and implemented. **No charge.** *Contact Teresa Egerton directly for details at ext. 8830 or email at [teresa.egerton@puresource.ca](mailto:teresa.egerton@puresource.ca).*
- **CHFA Trade Shows:** In exhibiting with Puresource at Canada's two largest Natural Health product shows, you have the opportunity to showcase products face-to-face with key buyers and decision makers. You also benefit from the many show features and buying incentive programs Puresource runs to drive booth traffic and sales at these events. *Contact Jody Tonin directly for details at ext. 8855 or email at [jody.tonin@puresource.ca](mailto:jody.tonin@puresource.ca).*
- **Puresource Website:** The Puresource website ([www.puresource.ca](http://www.puresource.ca)) receives an average of 1400 hits per week and is an important customer recruiting tool. Our website promotes links to your site and offers FREE listing information for your company and products. Use this invaluable tool to keep your information current and dynamic.
- **Regulatory Referrals:** We can confidently recommend several secured regulatory partners to assist you with your products.

By utilizing a variety of these marketing tools we are confident that you will have greatly enhanced the performance of your brand with Puresource. Please contact our Marketing department for further details regarding these programs.

We look forward to working with you and making 2016 a successful year!

**Puresource Inc**  
**Phone:** 1-800-265-7245  
**Fax:** 1-877-660-6657

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The Puresource catalogue is published every 2 months (6 times a year) and is a complete listing of all products we distribute as well as any discounts effective for that period.

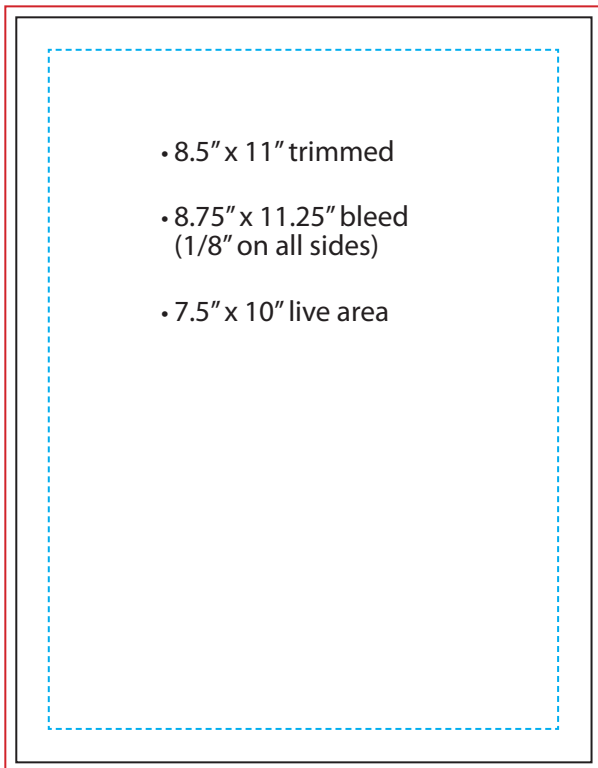
### Wholesale Catalogue Advertising Rates

Size	x1	x2	x3
Full Page (colour or black & white)	\$599	\$549	\$499
Back Cover (colour)	\$699		
Inside Front Cover (colour)	\$649		

### Ad Deadlines

Issue	Ad's Due
Jan/Feb '17	Nov 10, 2016
Mar/Apr/CHFA West '17	Jan 20, 2017
May/June '17	Mar 17, 2017
July/Aug '17	May 19, 2017
Sep/Oct/CHFA East '17	Jul 21, 2017
Nov/Dec '17	Sep 22, 2017

### Full Page Ad Specs



- 8.5" x 11" trimmed
- 8.75" x 11.25" bleed (1/8" on all sides)
- 7.5" x 10" live area

### Digital Specifications

- Preferred file format: **high resolution 300DPI**, PDF
- Include all linked images and fonts or convert to outlines.
- Ad must match size specified.
- All colours must be converted to CMYK.

All ads must be approved by Puresource's art department prior to publication.

**We reserve the right to place a previous ad if you miss the deadline for a reserved ad space. You will be billed for the space.**

### Sending Ads In:

- Ads accepted via email (less than 10mb), or
- if files are larger than 10mb, please email [dave.peleschak@puresource.ca](mailto:dave.peleschak@puresource.ca) to be added to our Secure File Sharing process.



2017 | Catalogue Advertising Contract

Introduce new items and ensure that our nation-wide customer base is informed about your current product listings by advertising in the Puresource Catalogue. The Puresource Catalogue is mailed directly to our 3000+ active retail buyers.

Please mark your preferred placement and catalogue issue for your ad(s). While we cannot guarantee the placement will always be awarded as requested, we will make every effort to adhere to your preference and/or situate the ad in the best location available.

Please note that the Puresource Catalogue goes to press 30 days in advance of the publication date. We suggest booking early to avoid disappointment as space is limited.

	\$699	\$649	\$599	Save \$100 total \$549	Save \$200 total \$499
Catalogue Issue	Back Cover	Inside Front Cover	Full Page 1 x	Full Page 2 x	Full Page 3 x
Jan/Feb					
Mar/Apr					
May/June					
July/Aug					
Sept/Oct					
Nov/Dec					

**X = Ad spot full**

**Cancellation Policy**

Due to the production schedule in place, we ask that you consider the following when cancelling ad space - Ad space cancelled 60 days prior to the effective catalogue period will be charged 50% of the contracted value. Ad space cancelled 30 days prior to the effective catalogue period will be charged 100% of the contracted value. Please contact us promptly with any questions and/or concerns.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_  
(please print)

Contact Number: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Fax to: 519-837-1584 or 877-660-6657**

Please direct advertising inquiries to Dave Peleschak, Tel: 1-800-265-7245 ext. 8856  
dave.peleschak@puresource.ca