

Tips to Run a Successful Promotional Products Campaign:

- 1) Plan Ahead. We cannot encourage you enough to plan ahead in order to have plenty of time to pick an appropriate promotional product for your target audience, submit your artwork, proof and approve your artwork AND allow for shipping. If the FOB is across the country you need to allow for that shipping.
- 2) Remember that your logo may need to fit in a small space like a pen (1.75x .195”) or a recycle bag 8” x 10” and every thing in between. Sometimes you will need to be flexible and have a small icon removed and only use text. Keep that in mind when choosing the product to give away.
- 3) Does the vendor you are working with offer a Satisfaction Guarantee? Will they reprint or refund your order in case of errors.
- 4) Keep in mind that most vendors have minimums. While an item may cost \$.43 per item they may have a 500 piece minimum.
- 5) Know your production times and the estimated shipping times and allow for those factors. RUSH FEES are available but expensive and may blow your budget.

Worksheet for planning your total budget:

Product (flashlight, usb drive, etc.): _____

TOTAL BUDGET: _____

Product cost per item: _____

Set up fee (art charge): _____

Additional fees: _____

 Second color setup: _____

 Special sizes: _____

Sales Tax: _____

Shipping & Handling: _____

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TOTAL BUDGET: _____

Product cost per item: _____

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Additional fees: _____

 Second color setup: _____

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