



## Example of HTML Flyers

- customized with links for eMarketing



**Executive style without the executive price.**  
**Special Offer\*: \$100 OFF**

**Stratus Series**



All-day comfort. Perfect for managerial or conference areas.

- Deep cushioned back and seat conform to body contours for proper alignment and posture
- Choose luxurious leather or high-quality acrylic fabric upholstery
- Curved polyurethane loop arms are soft yet durable
- Six in-stock upholsteries available
- Manufacturer's five-year limited warranty

A & B Pneumatic seat height adjustment. 360° swivel. Tilt tension and tilt lock controls. Black five-star base with hooded casters.

as low as:  
**\$209<sup>99</sup>**  
 ea  
 list: ~~\$359~~  
**High Back Swivel/Tilt Chair**



**A. High Back Swivel / Tilt Chair**

Seat: 21<sup>1</sup>/<sub>2</sub>" w x 21d  
 Back: 21<sup>1</sup>/<sub>2</sub>" w x 34<sup>1</sup>/<sub>2</sub>" h  
 Overall height: 47<sup>1</sup>/<sub>2</sub>" to 52<sup>1</sup>/<sub>2</sub>"  
 Shpg. wt. 56 lbs.

(1) (5) (6) (11) (12)

No.	Unit	List Price	Your Price
<b>Leather</b>			
ALE-ST41LS30B	Each	<del>359.00</del>	234.99
		Buy Now	
<b>100% Acrylic FA Fabric</b>			
ALE-ST41FA30B	Each	<del>314.00</del>	209.99
		Buy Now	

Burgundy (FA30)



as low as:  
**\$179<sup>99</sup>**  
 ea  
 list: ~~\$339~~  
**Mid Back Swivel/Tilt Chair**

**B. Mid Back Swivel / Tilt Chair**

Seat: 21<sup>1</sup>/<sub>2</sub>" w x 21d  
 Back: 20<sup>1</sup>/<sub>2</sub>" w x 28<sup>1</sup>/<sub>2</sub>" h  
 Overall height: 41<sup>1</sup>/<sub>2</sub>" to 46<sup>1</sup>/<sub>2</sub>"  
 Shpg. wt. 47 lbs.

B



Burgundy (FA30)

**Mid Back Swivel/Tilt Chair**

list: ~~\$339~~

**B. Mid Back Swivel / Tilt Chair**

Seat: 21<sup>1</sup>/<sub>2</sub>" w x 21"  
 Back: 20<sup>1</sup>/<sub>2</sub>" w x 28<sup>1</sup>/<sub>2</sub>" h  
 Overall height: 41<sup>1</sup>/<sub>2</sub>" to 46<sup>1</sup>/<sub>2</sub>"  
 Shpg. wt. 47 lbs.

① ⑤ ⑥ ⑪ ⑫

No.	Unit	List Price	Your Price
<b>Leather</b>			
ALE-ST41LS30B	Each	<del>359.00</del>	234.99
Buy Now			
<b>100% Acrylic FA Fabric</b>			
ALE-ST41FA30B	Each	<del>344.00</del>	209.99
Buy Now			

Shpg. wt. 56 lbs. ⓪  
 ① ⑤ ⑥ ⑪ ⑫

No.	Unit	List Price	Your Price
<b>Leather</b>			
ALE-ST41LS30B	Each	<del>359.00</del>	234.99
Buy Now			
<b>100% Acrylic FA Fabric</b>			
ALE-ST41FA30B	Each	<del>344.00</del>	209.99
Buy Now			



Burgundy (FA30)

as low as:

**\$144<sup>99</sup> ea**

list: ~~\$359~~

**Guest Chair**

**IN-STOCK UPHOLSTERY**

**Fabric**



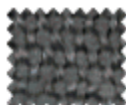
Black (FA 10)



Black (FA 20)



Burgundy (FA 30)



Gray (FA 40)

**Leather**



Black Leather (LS 10)



Burgundy Leather (LS 10)



Black (FA10)

**C. Guest Chair**

• Black metal cantilever base  
 Seat: 21w x 21<sup>1</sup>/<sub>2</sub>d  
 Back: 20<sup>1</sup>/<sub>2</sub>" w x 27<sup>1</sup>/<sub>2</sub>" h  
 Overall height: 39"  
 Shpg. wt. 48 lbs.

No.	Unit	List Price	Your Price
<b>Leather</b>			
ALE-ST43LS30B	Each	<del>359.00</del>	159.99
Buy Now			
<b>100% Acrylic FA Fabric</b>			
ALE-ST43FA30B	Each	<del>344.00</del>	144.99
Buy Now			

① This symbol represents chair features/functions. See attached sheet for reference chart.

**Lowest Price Supplies**

[www.lowestpricesupplies.com](http://www.lowestpricesupplies.com)

Phone: 781-895-1010

While checking out, please use  
**COUPON \*: STRATUS for \$100 off 2 chairs**

email: [sales@lowestpricesupplies.com](mailto:sales@lowestpricesupplies.com)

**THANK YOU FOR YOUR BUSINESS**

# Shred the risk with

**Special Offer\*: \$ 50 OFF**

**Lowest Price Supplies**  
[www.lowestpricesupplies.com](http://www.lowestpricesupplies.com)  
950 Winter Street, Waltham, MA 02451  
[sales@lowestpricesupplies.com](mailto:sales@lowestpricesupplies.com) 781-895-1010

## Learn why the cut of your shredder matters.

Is identity theft, credit card fraud or intellectual property a concern in your office? With over 10 million Americans having been affected by identity theft and similar crimes, you should be concerned.

It's not just personal data that is at risk. Crimes like business spying and dumpster diving for competitive and sensitive customer or employee data are on the rise. Document shredding is a necessity at home and at work.

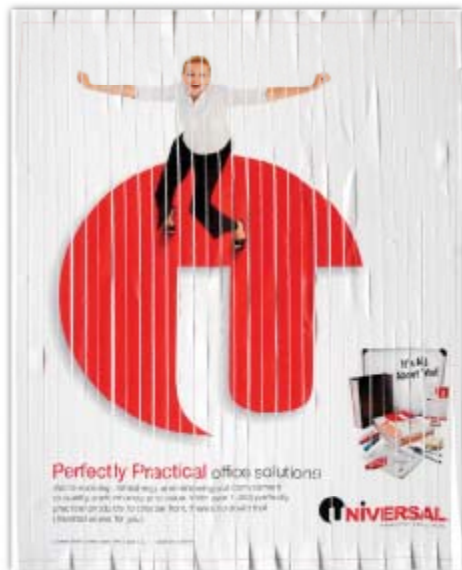
Be sure you have the right shredder for the job.

### Universal Shredders

- Sleek new design
- Quiet running motors (many under 55dB)
- Larger baskets to hold more shredded sheets
- New Micro-cut shredders with Category 3 Security Level Compliance from the Department of Defense
- All new Universal shredders meet UL standards
- Affordable price



- New Micro-cut shredders with Category 3 Security Level Compliance from the Department of Defense
- All new Universal shredders meet UL standards
- Affordable price



### Low security

#### Strip-Cut

Perfect for low risk documents like schoolwork.

- UNV38161 6 sheets, no basket
- UNV38251 25 sheets, 7.2 gallon basket



### Medium security

#### Confetti-Cut

For medium risk documents like junk mail or general correspondence, which do not contain personal information.

- UNV38182 8 sheets, 5.5 gallon basket,
- UNV38102 10 sheets, desktop
- UNV38082 8 sheets, compact under desk



### High security

#### Micro-Cut

Designed to destroy high risk documents containing sensitive personal, financial or confidential information.

- UNV38063 6 sheets, 4.2 gallon basket
- UNV38103 10 sheets, 10 gallon basket

\* Purchase any shredder of value >\$100 from us online and receive \$50 off until 12/31/08. Use coupon **'SHREDDER'** while checking out for instant rebate. Thank you.



# Smart Deals

## FOR THE OFFICE

**Discount Office Products**

www.lowestprice.com

Phone: 781-895-1010

December 2008



**SAVE \$100 INSTANTLY**  
AND GET A **\$25 VISA® GIFT CARD**

by mail with purchase of Alera  
Stacking Chairs in this e-mail. See rebate form.

### Alera® Stacking Chairs

- Padded seat and back
- Stacks up to ten high
- 4 chairs per carton

#### Square Back

Black ALE-SC68FA10C

[Buy Now](#)

Blue ALE-SC68FA20C

[Buy Now](#)

Burgundy ALE-SC68FA30C

[Buy Now](#)

Gray ALE-SC68FA40C

[Buy Now](#)

#### Round Back

Black ALE-SC69FA10C

[Buy Now](#)

Blue ALE-SC69FA20C

[Buy Now](#)

Burgundy ALE-SC69FA30C

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Gray ALE-SC69FA40C

[Buy Now](#)



### YOUR CHOICE!

\$297.99 Special Price  
- 100.00 Instant Rebate  
**\$197.99 ctn.**

Visa® is not a sponsor or co-sponsor of this promotion.

**\$15 Rebate**

**Save up to \$10**

# \$15 Rebate

by mail with purchase of Hammermill® Fore MP Paper. See rebate form. Limit 1 per customer.



**Fore MP White Multipurpose Paper**  
• 98 GE brightness rating  
• 8 1/2" x 11"  
• 500 sheets per ream  
• 10 reams per carton  
• 20 lb.

**Hammermill**  
**SPECIAL PRICE!**  
~~\$54.99 Special Price~~  
~~-15.00 Mail-In Rebate~~  
**\$39.99 ct.**  
After Mail-In Rebate  
HAM-103267  
**Buy Now**

# Save up to \$10

on Universal® #10 Security Tinted Business Envelopes. Limit 3 per customer.



## White Envelopes with Security Tint

- #10 size
- Gummed flap
- 500 envelopes per box

**Plain**  
4 1/8" x 9 1/2"

**SPECIAL PRICE!**  
~~\$15.99 Special Price~~  
~~- 7.20 Instant Savings~~  
**\$8.79 Box**  
UNV-35202  
**Buy Now**

**With Poly Window**  
4 1/8" x 9 1/2"

**SPECIAL PRICE!**  
~~\$23.99 Special Price~~  
~~- 10.00 Instant Savings~~  
**\$13.99 Box**  
UNV-35203  
**Buy Now**

# Smart Deal

## Memorex® Secure Digital TravelCard

- 4GB
- Works with any SDHC host device
- Fast data transfer rates
- Write/protect switch protects data from accidental overwrites and erasures
- Manufacturer's limited five-year warranty



**Memorex**  
**SPECIAL PRICE!**  
**\$11.99 ea.**  
MEM-07580  
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**TO ORDER:** [www.lowestpricesupplies.com](http://www.lowestpricesupplies.com) • 781 - 895 - 1010

To redeem SmartDeals mail-in offers, send completed coupon below along with a copy of the sales receipt(s) (locking slips in place of receipts will not be honored) with qualifying purchases circled and original

To redeem SmartDeals mail-in offers, send completed coupon below along with a copy of the sales receipt(s) (packing slips in place of receipts will not be honored) with qualifying purchases circled and original UPC codes from qualifying products to:

December 2008 SmartDeals for the Office  
Campaign Fulfillment Center  
1155 Timber Drive  
Elgin, IL 60123

**Mail-In Offers:**

**Important:** Please keep a copy of rebate coupon, UPC codes, and receipts for your records.

- FREE \$25 Visa® Gift Card** by mail with purchase of Alera® Stacking Chairs in this e-mail.
- \$15 Rebate** by mail with purchase of Hammermill® Fore MP paper.

**IMPORTANT:** Please provide complete address to ensure delivery of offers.

Your name:  Phone#:

Company:

Address(No PO Boxes):  Suite:

City:  State:  ZIP:

E-mail Address:

Purchased from:  Dealer Order No:

Please note: We will only use your e-mail address to contact you about your rebate and to provide information about other offers. It will not be sold to any third party.

# Example of How Email Opens are Tracked

## *Benefits of eMarketing*

Constant Contact: Emails: Reports - Windows Internet Explorer

http://ui.constantcontact.com/mavmap/evaluate.rnav/pidclqn5CSLZwBBgA3oyak6soP59?activepage=report.ecampaigns

Maintenance Notification: We will be performing system maintenance on Saturday January 17th, from 6am - 10am EST. Constant Contact will be unavailable for usage during this time. Please save your work accordingly, and we apologize for any inconvenience.

### Emails : Reports

SpeakUp! Email Marketing

This report shows key comparative metrics as well as the results of your emails to date. Removed emails are excluded from the metrics and the report. To view details on bounces, opens, click-throughs or forwards, click on the linked count.

Printable Version

Date Sent	Email name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
1/12/2009	<a href="#">Prospect Email Round 1</a>	<a href="#">83</a>	13.3% <a href="#">(11)</a>	0	2.4% <a href="#">(2)</a>	20.8% <a href="#">(15)</a>	6.7% <a href="#">(1)</a>	0
1/8/2009	<a href="#">Institute Email Update</a>	<a href="#">9972</a>	20.2% <a href="#">(2014)</a>	21	0.4% <a href="#">(43)</a>	11.5% <a href="#">(913)</a>	0	0

In this example, 9972 emails were sent out and 913 recipients opened their emails.

By importing these 913 contacts into the CRM tool, the initial inside sales call activity can be focused on those who have expressed some initial interest by at least viewing the communication.

This is how email marketing can be used to make inside sales more efficient (just like inside sales call activity ends up making face to face calls more efficient). The right combination of emarketing, inside sales and face-to-face sales calls lower the overall cost of sales activity.