



The 2011 Resource Guide

FREE Listing!
Deadline: Friday, October 29, 2010

Attention Retail Supplier:

The annual *All About ROI* Resource Guide will be published in December 2010 and also will be available online. Make sure your company is listed.

There is no charge for a basic listing, but you must respond to be included.

Instructions:

1. Every company that serves the catalog/multichannel industry is entitled to **ONE FREE** category listing.
2. Mark on the reverse side which supplier category to list your company under.
3. **To be listed in more than one category, or for more information on enhanced listings or advertising in the Resource Guide, please call your *All About ROI* sales representative or Linda Silverstein at (215) 238-5467; e-mail: lsilverstein@napco.com; or check here to request a sales representative to call you .**

Fax your form (front and back) to (215) 238-5280, Attn: Linda Silverstein

INFORMATION FOR PUBLICATION

(Please note: This information may be published. **PLEASE PRINT CLEARLY.**)

Company name/division _____

Address _____

City _____ State _____ ZIP/Postal code _____

Country _____

Web site URL _____

Phone _____ Toll-free phone (if different) _____

Fax _____ E-mail _____

Sales contact name _____

Your Information (not for Publication)

Your name _____

Title _____

Your phone _____ Your fax _____ Your e-mail _____

Signature _____ Date Submitted _____

PLEASE NOTE: Unless this form is returned, your company's entry in the *All About ROI* Resource Guide will be a pickup from the current guide and will run again with the same information as the previous year.

(continued) →

Supplier Categories

EDITOR'S NOTE: Each vendor is entitled to **ONE FREE** category listing. **Please check just one box below** (or circle a category if there are no subcategories with boxes below). Additional and expanded listings are available for a fee, as are display advertising opportunities. Please call your *All About ROI* sales representative or Linda Silverstein at (215) 238-5467; e-mail: lsilverstein@napco.com; or fax your form to: (215) 238-5280, Attn: Linda Silverstein.

Agencies/Consultants/Creative

- Catalog Creation Agencies/Developers
- Consultants
- Copywriters
- Direct Marketing Agencies
- Mergers, Acquisitions, Company Valuations
- Photographers/Photographic Equipment
- Trade Associations
- Trade Show Management

Collection/Payment Processing

- Alternative Payments
- Credit Card Fraud Protection
- Payment Management
- Payment Processors
- Payment Security

Contact Centers

- DNC Compliance Solutions
- Inbound Contact Centers, Outsourced
- Outbound Contact Centers
- Recording and Quality Monitoring
- Voice-recognition Solutions

Customer Relationship Management

- Campaign Management Software
- Loyalty Programs

Database Marketing

- Cooperative Databases
- Database Analysis/Design/Development
- Database Marketing Consultants
- Database Marketing Software
- Data Mining/Warehousing
- Database Processing Services/List Services
- Maintenance/Hygiene
- Modeling Solutions

E-Commerce Services

- Affiliate Marketing Programs
- Comparison Shopping Sites/portals
- Content Management
- Customer Service Support

- E-catalog Publishing Services
- E-commerce Solutions
- E-commerce Systems
- Internet Security
- Internet Service Providers/Web Hosting
- M-commerce
- Online Customer Support/Demos/Live Chat
- Online Marketplace Management
- Rich Media
- Search Engine Marketing/Optimization Services
- Shopping Cart Software
- Shopping Channel Management
- Site Search
- Social Shopping
- Web Analytics/Reporting Services & Solutions
- Web Site/Design/Development

E-mail Services

- E-mail Appending/Transmission
- E-mail Delivery/Campaign Management

Executive Recruiters

Fulfillment & Operations

- Catalog Management Software
- Catalog Request Fulfillment
- Delivery/Shipping Services
- Delivery/Shipping Software
- Envelopes/Packaging
- Fulfillment Services(general)
- Logistics Providers
- Mailing/Postal Presort Software
- Mailroom/Shipping Equipment
- Manufacturing
- Multichannel Order Management Systems
- Order Processing Solutions
- Returns Processing
- Warehousing Equipment
- Warehouse Management Systems

Insert Media Services/Package Inserts

International Services

- Data Processing/List Services
- International Mail Consolidators

Lists

- Business Lists
- Compiled Lists
- Consumer Lists
- E-mail Lists
- International Lists
- List Brokers
- List Managers
- List Owners

List Services

- List Enhancement
- Merge/Purge, Dup Elimination
- National Change of Address Licensee

Paper

- Coated
- Recycled
- Uncoated

Print/Production

- Catalog Printers
- Color Printing Solutions
- Cutters, Trimmers, Filing Job Wallets
- Direct Mail Printers
- Envelopes/Order Bind-ins
- Equipment
- Labels, Tags, Inserts
- Prepress/Premedia Services
- Print Production Consultants
- Print Production Manufacturer

Response Boosters

- Incentives/Premiums/Promotional Products
- Sweepstakes

Retail Services

Retail Systems

Clearly Mark Your One FREE Category



Return this form to:

North American Publishing Co.
All About ROI Magazine
1500 Spring Garden Street, 12th Floor
Philadelphia, PA 19130-4094
Attn: Linda Silverstein

Or fax both sides of this form to: (215) 238-5280 Attn: Linda Silverstein

AllAboutROI.com