



"Strategic promotional consultation... comprehensive provisions... dynamic results!"™

TOP 10 REASONS TO USE INTEGRITY PREMIUM ADVERTISING AS YOUR PROMOTIONAL CONSULTANT

REASON #1: Integrity Premium Advertising goes beyond just selling products. Successful promotion campaigns don't happen by chance. To realize goals, promotional products programs must be carefully planned, taking into consideration the audience, budget and, of course, the ultimate result to be gained. While it's true that you can buy a product anywhere, our experience can help you solve problems, plan a program and get results.

REASON #2: Integrity Premium Advertising has access to vast product research resources, including an extensive database which contains more than 550,000 products. Yes, you can find a mug on line, but we can find hundreds of mugs, in a multitude of colors, sizes, shapes, materials, designs, etc. Have you saved money if you get the mugs and they are not the right color? Is it worth the extra savings if you get the mugs and they are so breakable due to inferior materials that they are virtually unusable?

REASON #3: Integrity Premium Advertising is in tune with the trends, including hot items and the newest products and processes. We can add creativity, innovation and imagination to your overall program to achieve your goals. Many on line services show you the products they want to sell; Integrity Premium Advertising will listen to what you want and help you find the right product for your needs. And we can provide tangible samples that appeal to your senses — taste, touch and feel!

REASON #4: Integrity Premium Advertising is more than just a "one-time order" sales company. Chances are you will buy promotional products more than once in your life. Once a company uses a good promotional consulting firm, that relationship often continues for years—and even decades. Integrity Premium Advertising is someone with whom you have worked, someone you know and trust. In many cases, companies use our services as part of the creative team, even including I.P.A. in marketing meetings.

REASON #5: Personalized service is the role of Integrity Premium Advertising. When going on line, your selection is what the Internet company determines to make available. When you work with a Integrity Premium Advertising as your consultant, your selection is determined by your needs and goals, enhanced by the experience, creativity and recommendations of a professional who has your best interests at heart. On line, you're a faceless, nameless buyer. With I.P.A., you're a client with your own personal shopper, receiving service along with ideas and prices. When you order on line, who monitors your order and your deadline? Integrity Premium Advertising has your interests in mind. Seldom do you receive that kind of personalized, "hand-holding" customer service from an unknown on line company.

REASON #6: Integrity Premium Advertising can offer experienced advice on how (and IF) to imprint items. You may have found the perfect key chain, but will your logo imprint on it? Will it be recognizable? Some things don't work or there might be something else that will work better. I.P.A. is qualified to explain to you the best printing process for your program, your imprint and the product you've chosen.

REASON #7: Integrity Premium Advertising can save you money in the long run. Many times, a price you see in a generic catalog or on the Internet does not cover many "hidden" costs involved — set-up, imprint duplication, shipping, etc. I.P.A. can help you avoid unexpected and unbudgeted costs by quoting the total price up-front.

REASON #8: Integrity Premium Advertising will work with you to get your artwork imprinted properly. For example, you want your company's logo embroidered on a golf shirt. How do you insure it will be done properly, and with the correct colors? I.P.A. can work with you to accurately transfer your artwork, including correct fonts, size, spacing and many other important factors. And as your professional consultant, I.P.A. is committed to quality customer service and we will guarantee your satisfaction with the finished product.

REASON #9: Integrity Premium Advertising can assist you in developing a workable distribution plan for your products. Distribution of a promotional product is as important as the item itself. Research shows that a carefully executed distribution plan significantly increases the effectiveness of promotional products. But what if the cost of distributing your product is more than the product and more than your expected ROI (return on investment)? I.P.A. can help you avoid unexpected problems like this.

REASON #10: Integrity Premium Advertising is an expert in their field. When you're sick, you want a doctor who has the specialization and training to help you. I.P.A. is a member of the Promotional Products Association International (PPAI) and meets the highest qualification standards in the industry and display "The Mark of a Professional." The MAS (Master Advertising Specialist) or CAS (Certified Advertising Specialist) designation after our consultant's name means he or she has earned the industry's only official certification. There's no need to spend all your time on the Internet or searching through catalogs. Your Promotional Products Professional will come to you — like a doctor who makes house calls!

"Advertising with Abiding Benefits!"™
"Perfecting the Art of Apparel Decoration"™

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