

ProCards Ratecard

Windows & Doors 2011

ProCards are the newest concept in business-to-business marketing

ProCards are the modern take on the proven 'product card' enquiry generator

ProCards are targeted at 20,000 individuals in the window, doors, conservatory, glass and related industries

ProCards can link through to your web-site, open an information panel, offer a brochure download, present your latest video or deliver an audio message

A single card in a single pack or multiple cards in multiple packs with appended brochures or video links means every marketing pound goes where you need it – straight to your target audience.

Links to your website and email contacts are part of the ProCards package. We are able to host brochures in our web optimised pdf format whilst we have a variety of video hosting options. Our video production service can be arranged on request. The first £1,500 covers set-up, scripting and one day's shoot.



ProCards
are emailed to 20,000 individuals in the window, doors, conservatory, glass and related industries

Mechanical Data

We can accept any existing advertising format to create a ProCard on your behalf. However, best results will be achieved if you supply us with an A4 landscape pdf. However, don't forget that this new exciting medium allows both video and audio presentations to be embedded.

Video should be provided as MP4 or equivalent whilst stand-alone audio should be supplied as MP3 or equivalent.
Copy for advertisements to procardscopy@profinder.eu

Product Card Publishing Schedule

July 7th Launch Pack with limited test 2,500 Circulation
July 26th 20,000 Circulation PLUS Bonus 20,000 Circulation sent Aug 9th
August 30th 20,000 Circulation PLUS Bonus 20,000 Circulation sent Sept 13th
October 4th 20,000 Circulation PLUS Bonus 20,000 Circulation sent Oct 18th
November 1st 20,000 Circulation PLUS Bonus 20,000 Circulation sent Nov 15th
December 6th 20,000 Circulation
PLUS Bonus 20,000 Circulation sent Dec 13th & January 10th



Position

Position	Rate
First Card in Pack	£500
Single Card in Pack	£400
Two Cards in Pack	£350
Three Cards in Pack	£300
Multiple Discount	10% for 3 20% for 6

Link to Hosted Brochure £25 per page

Link to Hosted Video £200

Video Production £1,500 plus £200 per shoot day