

**STICK WITH  
A WINNER!**

**“Goldie” is the most requested direct mail by dealers and the most successful humidifier campaign EVER!**

**DRYNESS  
A PROBLEM IN  
YOUR HOME?**

static electricity  
ITCHY SKIN  
CRACKED HARDWOOD  
scratchy throats  
**DRY NOSES**  
COLDS AND FLU  
DAMAGED FURNITURE



Aprilaire®  
Fresh Ideas For Indoor Air™  
www.aprilaire.com

**PORTABLE VS WHOLE-HOME**  
THE CHOICE IS CLEAR

- **Improve your comfort**  
reduce static shock, itchy skin, dry noses and scratchy throats
- **Protect your health**  
proper humidity levels can help control the spread of airborne flu viruses
- **Save energy**  
enjoy comfort at lower temperatures
- **Whole-home protection**  
no portable can match

Let us help protect your home. Take advantage of these limited time offers. Call <Dealer Tag Dealer Tag> today at 555-555-5555.

**YOUR LOGO HERE!**

Opt. Endorsement Line Sack and Pa Vis-  
Full Name-  
Alternate 1 Address-  
Delivery Address-  
City St ZIP+4-

PSRST STD  
US POSTAGE  
PAID  
MADISON, WI  
PERMIT NO 507

**Direct mail postcards:**

• 2 postcards sent to same addresses 10 days apart



**Online internet ads on  
www.aprilaire.com**

- Qualified leads emailed to you
- Your contact information sent directly to the consumer... automatically!
- Ads run November 15 – February 28

**2009 HUMIDIFIER ONLINE PROMOTION SUCCESS**

- 78** potential new life-time customers received – **UNIQUE INDOOR COMFORT, Illinois**
- 31** potential new life-time customers received – **F. H. FURR PLUMBING & HEATING, Virginia**
- 15** potential new life-time customers received – **HIGH ROAD HEATING, Minnesota**
- 27** potential new life-time customers received – **MIDTOWN MECHANICAL, Illinois**

For more information, call us at 1.800.334.6011 or go to [www.AprilairePartners.com](http://www.AprilairePartners.com)

# APRILAIRE WHOLE-HOME HUMIDIFIERS • DIRECT MAIL PROGRAM

**PLEASE SELECT ONE LEVEL OF THE 2010 HUMIDIFIER PROMOTION:**

**SELECT LEVEL**

## LEVEL 1

**(\$300 INVESTMENT)**

**PURCHASE 8 EVAP UNITS  
or 2 STEAM UNITS\***

- Receive 2 drops of 800 postcards

## LEVEL 2

**(\$300 INVESTMENT)**

**PURCHASE 12 EVAP UNITS  
or 3 STEAM UNITS\***

- Receive 2 drops of 800 postcards
- Receive leads from Aprilaire.com

## LEVEL 3

**(\$300 INVESTMENT)**

**PURCHASE 24 EVAP UNITS  
or 6 STEAM UNITS\***

- Receive 2 drops of 1,200 postcards
- Receive leads from Aprilaire.com

## LEVEL 4

**(\$300 INVESTMENT)**

**PURCHASE 48 EVAP UNITS  
or 12 STEAM UNITS\***

- Receive 2 drops of 1,600 postcards
- Receive leads from Aprilaire.com

## LEVEL 5

**(\$300 INVESTMENT)**

**PURCHASE 96 EVAP UNITS  
or 24 STEAM UNITS\***

- Receive 2 drops of 2,000 postcards
- Receive leads from Aprilaire.com

### CUSTOMIZATION

\*Must take delivery in one shipment

**OPTIONS**

#### **Coupon ONE: For Direct Mail and Internet**

**Installation of Aprilaire Humidifier**

\$ \_\_\_\_\_ off **OR**

\_\_\_\_\_ % off **OR**

\$ \_\_\_\_\_ (installed price)

Coupon Expires: \_\_\_\_\_

#### **Coupon TWO: For Direct Mail**

**Write Your Own Coupon\*\***

(Example: Complete System Install or System Clean & Check)

\*\*Must be non-competitive products

\_\_\_\_\_ (offer)

\_\_\_\_\_ Coupon Expires: \_\_\_\_\_

**Logo:**  Company name only     Graphic logo - will email / mail (circle one)     Graphic logo - on file (logo will be printed in black.)

**Coupon Phone Number:** \_\_\_\_\_ **Instructions for sending logo:** Email your logo to: promotions@aprilaire.com. We recommend these file formats: TIFF, EPS or JPG. Or mail camera-ready artwork to address below.  
(if different than below)

### MAILING INFORMATION FOR DIRECT MAIL

**MAILING**

Direct Mail sent starting the week of:

- November 15
- November 29
- December 13
- \_\_\_\_\_ My Choice

Second drop mailed 10 days later. (Based on availability and preferred zip codes.)

Customer Mailing List

- Provide a list using my choices listed to the right.
- OR** I will provide a list of my customers to Aprilaire.

Instructions for sending confidential mail lists:

Email your excel spreadsheet to: print@kramerprinting.com. You must note **2010 Fall Mail List** in the subject line of the email and your company and contact information within the email.

Zip Code Choices (List 5 for matching demographics, also used for internet ads)

- #1 \_\_\_\_\_
- #2 \_\_\_\_\_
- #3 \_\_\_\_\_
- #4 \_\_\_\_\_
- #5 \_\_\_\_\_

Attach list of additional zip codes if desired

### CONTACT INFORMATION (PLEASE PRINT CLEARLY - ALL FIELDS REQUIRED) DATE: \_\_\_\_\_

**PLEASE PRINT**

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_ License # \_\_\_\_\_

(Required for email leads)

(Required in NJ, OH, TX, CA, CT)

### PURCHASE/PAYMENT INFORMATION

**PLEASE PRINT**

Qty and Model # of Humidifiers \_\_\_\_\_ Distributor \_\_\_\_\_ PO# \_\_\_\_\_

Credit Card (circle one): Visa MasterCard AmEx Discover \$ \_\_\_\_\_ to charge Salesperson \_\_\_\_\_

Credit Card # \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Exp: \_\_\_\_\_ Security Code \_\_\_\_\_ Check # \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

Billing Address Is Different Than Above Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Send or fax enrollment form and artwork (if necessary) to: Fall 2010 Promotion, Box 681134, Milwaukee, WI 53268-1134**

**Phone: 1.800.334.6011 Fax: 608.310.6562 Email: promotions@aprilaire.com Offer expires 08/31/10**