



Ice Age 3 Integrated Advertising Program

Fax This To 770-734-0883. Call Us At 866-832-3214.



1

CONTACT INFORMATION

Store Name _____
 Contact _____
 Address _____
 City _____ State _____ Zip _____
 Store Email _____
 Phone _____ Fax _____

2

CIRCULARS

Orders Due: September 21; Delivery: October 23

- Broadsheet Tab 1 Tab 2
- Print/Ship Only **\$29.50/per thousand**
(for orders over 200K - call for quote)

- Print/Ship and VALASSIS MARKET **\$68.50/per thousand**
- Print/Ship and ANNE MARKET **\$78.50/per thousand**

PAYMENT ON VALASSIS AND ANNE IS REQUIRED PRIOR TO MAILING.

Quantity _____ K.....\$ _____
 Custom Product (\$680).....\$ _____

OPTIONAL CHARGES

Quarter-fold (\$3/per thousand) _____ K.....\$ _____
 Cartons (\$1.75/per thousand) _____ K.....\$ _____
 Extra Freight Drop (\$50 each) _____ \$ _____
TOTAL PER DROP.....\$ _____

CIRCULAR SHIPPING INFORMATION

Ship To ADVO/Valassis Newspaper Store
 Contact _____
 Phone _____

- Please send me _____ copies to my store.
- I have multiple locations & would like _____ copies to each.

3

*****REQUIRED*** IN-STORE POP KIT \$99** (includes shipping)
(4-24x36 posters, 5 GWP easel back table toppers, 25 table tents, 50 price tags)

of Kits _____

OPTIONAL SIGNAGE

6x3 Indoor Banner (\$99 ea) # _____ \$ _____
 6x3 Outdoor Banner (\$159 ea) # _____ \$ _____
TOTAL (pre-pay).....\$ _____

SIGNAGE SHIPPING INFORMATION Same As Above

Address _____
 City _____ State _____ Zip _____

Your Choice! Which Gift With Purchase fits your needs?

Required - You must participate with 1 of the 2 options below.

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OPTION 1: GIFT PACKS \$53 ea (includes shipping)

(Ice Age 3 DVD, watch, clock and carrying case, lunch bag and thermos, 3 plush animals)

of packs (minimum of 10) _____

TOTAL (pre-pay).....\$ _____

GIFT PACK SHIPPING INFORMATION Same As Above

Address _____
 City _____ State _____ Zip _____

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OPTION 2: GIFT PACKS \$35 ea (includes shipping)

(Ice Age 3 DVD, 3 plush animals, gift bag)

of packs (minimum of 10) _____

TOTAL (pre-pay).....\$ _____

GIFT PACK SHIPPING INFORMATION Same As Above

Address _____
 City _____ State _____ Zip _____

6

Additional OPTION: DVD \$20.95 ea (delivered in lots of 25, includes shipping)

DVDs can only be purchased with a commitment to Option 1 Or Option 2.

of DVD lots _____ **TOTAL (pre-pay)....\$ _____**

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TELEVISION/VIDEO FULLY CUSTOMIZED

Starting at \$799 each
All television is pre-pay.

- Version 1
- Version 2
- Version 3

Discounts given if you purchase 2 or more!

TOTAL (pre-pay)....\$ _____
 Canned Website Video
 \$699
TOTAL (pre-pay)....\$ _____

8

TRIFOLD DIRECT MAILER 43¢ ea

Quantity _____
 Set Up **\$139**
TOTAL (pre-pay)....\$ _____

9

NEWSPAPER AD FREE WITH CIRCULAR PURCHASE!

Full page 1/2 page
\$125 each
TOTAL (pre-pay)....\$ _____

PRE-PAYMENT IS REQUIRED ON GIFT PACKS AND POP BY AUGUST 15 - GIVE CREDIT CARD INFO ON REVERSE.

Promotional Participation Requirements

Promotional Period November 8 thru December 31, 2009. No one is allowed to run any promotional elements after this date.

To participate in this promotion, retailer must agree to the following:

- During the promotional period, purchase television advertisements utilizing television commercial templates developed and approved by Fox Studios for use during the promotional period.
- Agree to run, during the Promotional Period, a minimum of one circular printed in 4 colors (minimum run 15,000). Additionally, during the promotional period, purchase one in-store signage kit and 10 gift with purchase packs.
Promotional elements are subject to change as final agreement with the movie studio is finalized.

You Must share with us your plans for the Promotion in accordance with your level of Participation.

Television - I agree to run TV utilizing television commercial templated developed and approved by NMG for use during the Promotion.

TV Flights recommended to run a minimum of 75 TRP's again the women 24-54 target audience per week.

Stations: Broadcast (number of planned spots for promotional period) _____ Cable (number of spots) _____

Number of spots planned (typical): Early Morning News _____ Daytime _____ Noon News _____ Afternoon Soaps _____

Early News _____ Late Night _____ Other _____

Total Weekly Spots _____

Circulars - I plan to run circulars, utilizing the circular templates developed and approved by NMG for use during the promotional period on the following dates: Drop Date _____ Quantity _____ Drop Date _____ Quantity _____

ROP Ads - I plan to run ROP ads, utilizing the circular templates developed and approved by NMG for use during the promotional period on the following dates: Date _____ Newspaper _____ Drop Date _____ Newspaper _____



Retailer acknowledges that ANY UNAUTHORIZED use of ANY of the trademarks, copyrighted materials, photographs, or other materials utilized as part of this promotion is strictly prohibited and may subject the undersigned retailer to criminal/or civil prosecution and penalties. The Terms and Conditions are for the direct and primary benefit of Napier Marketing Group, Inc. ("NMG") Imagine Advertising, Inc ("Imagine") but also 20th Century Fox Film Corporation ("Fox") and Blue Sky Studios, Inc. (Blue Sky). As third party beneficiaries, Fox and Blue Sky (along with NMG and Imagine) have the right, jointly and separately, to enforce these terms and conditions in the event that any breach or violation, or threatened breach of violation occurs.

Retailer also acknowledges and agrees that the promotion period ends on DECEMBER 31, 2009 AND NO LICENSED FOX OR BLUE SKY TRADEMARK(S) OR COPYRIGHTED MATERIALS WILL BE USED AFTER DECEMBER 31, 2009. By affixing my signature below, I have read these terms and I agree to abide by all of the terms and conditions herein and within this document.

- Participating retailer warrants they maintain the following insurance - Commercial general liability: Such insurance shall be on an occurrence basis providing single limit coverage in an amount of not less than \$1,000,000 per occurrence and shall include coverage for, but not limited to premises/operations, products/completed operations, contractual, independent contractors, broad form property damage, personal injury and fire legal liability.

PRE-PAYMENT IS REQUIRED ON GIFT PACKS AND POP BY AUGUST 15

Credit Card Visa MC AmEx # _____ Expires _____ **Dealer Signature:** _____

Signature denotes personal guarantee on uncollected balances. I/We certify that all information is true and complete. I/We authorize Imagine Advertising & Publishing, Inc. to obtain further information concerning credit and financial condition of the corporation, principal owners, proprietors or partners; and to exchange or provide information with other credit grantors. In the event Imagine Advertising & Publishing, Inc. extends credit to the applicant, the applicant agrees that Imagine Advertising & Publishing, Inc. may assess interest and service charges on purchaser's outstanding account balance at a rate of 1.5% per month (18% per annum). The purchaser further agrees to pay all costs of collection, including 40% attorney's fee, in the event applicant's account is turned over to an attorney. It is agreed that this agreement will be governed under the law of the State of Georgia. Imagine Advertising & Publishing, Inc. has the option of pursuing an action under this agreement in any court of competent jurisdiction in the State of Georgia and the customer consents to jurisdiction in the State of Georgia. If my (our) business is a corporation, I (we) agree to be personally responsible as guarantor for any purchases made by the corporation.