

N. Taxel
40-01 168th Street
Flushing, NY 11358

PRESORTED
STANDARD
U.S. POSTAGE
PAID
POSITIVE
PROMOTIONS

FREE GIFT ENCLOSED!



POSITIVE PROMOTIONS™

40-01 168TH STREET • FLUSHING, NY 11358 • 1-800-635-2666 • FAX: 1-800-635-2329

Keep your company's promotional message in your best customers' hands... throughout the entire 2000 Pro Football season... at a cost of about a penny a week!



Dear Executive:

It's amazing.

Some advertisers spend \$1 million just to run one TV commercial... for 30 seconds... during the Super Bowl.

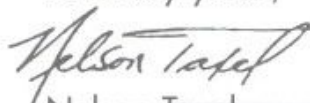
But now YOU can keep your name and promotional message in front of your most important customers... during the entire football season... for as low as 21¢ each.

Customers look at ads and television commercials for only a few seconds. But the enclosed **2000 Pro Football Season Schedule** gives your customers the entire season schedule at a glance... from regular Sunday games in September through December, to the January playoffs — and yes, even the Super Bowl!

And while Super Bowl advertising can cost you millions, the **2000 Pro Football Season Schedule** — imprinted with your custom message — stays with your best customers... for over 4 months... at just pennies apiece!

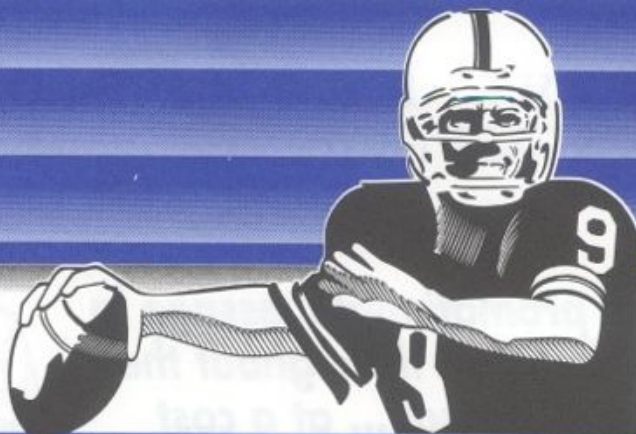
Giving this schedule as a gift to your customers is a winning play you'll score with all season long. You'll grab their attention every week, every game, every time they think football. This is the "big play" promotion you can run on a very small budget. It's a winner you can count on from Week One to the Super Bowl. Get in the game by placing your order now!

Positively yours,


Nelson Taxel
President

P.S. Order within the next 30 days and get 100 or more **2000 Pro Football Season Schedules** FREE through our special "buy 2, get 1 free" offer. See enclosed order form on the reverse side for details.





BUY 2, GET 1 FREE ON IMPRINTED 2000 PRO FOOTBALL GUIDES

Yes, Nelson! Please rush my order for the 2000 WALLET PRO FOOTBALL SCHEDULE Item #MS-15

PRICING:

- 200 at 39¢ each **+100 FREE**
- 300 at 38¢ each **+150 FREE**
- 500 at 37¢ each **+250 FREE**
- 1,000 at 36¢ each **+500 FREE**
- 2,500 at 34¢ each **+1,250 FREE**
- 5,000 at 31¢ each **+2,500 FREE**

SHIP TO: Please Type or Print

COMPANY _____
 ATTN _____ TITLE _____
 STREET _____
 CITY _____ STATE _____ ZIP _____
 TELEPHONE _____ EXT _____
 FAX _____ E-MAIL _____
 Authorized Signature _____
 If Bill To is different indicate _____

AUTO**3-DIGIT 076
 CUST= CODE=3303 S93 P1
 MR. ROBERT BLY
 C T C
 22 E Quackenbush Ave
 Dumont NJ 07628-3055



Special Shipping: Standard orders are usually shipped in two to three weeks by UPS Standard. Please tell us if your order is needed for a specific date or event.

DATE _____ EVENT _____
 Please ship standard service I authorize overnight delivery
 I authorize second-day shipment I authorize third-day shipment
Call for overnight and second- or third-day shipping rates

Authorized Signature _____

PERSONALIZATION:

(Please Print Clearly) No personalization

1. _____
2. _____
3. _____
4. _____
5. _____

PERSONALIZED GOODS

Personalized merchandise: There is a \$6.95 set-up charge per item. Logos require a one-time charge of \$35.00. Please send us camera-ready, black and white artwork for the best personalization results. Call if you'd like to add an extra color for a small charge. **PERSONALIZED SHIPMENTS ARE SUBJECT TO OVER/UNDER RUNS OF 5%.**

PAYMENT:

Check enclosed \$ _____

Make payable to Positive Promotions

Charge my: MasterCard Visa AMEX

Name on card _____ (please print)

Card No. _____ Exp. date _____

Signature _____

Bill me later
 Purchase order encl. P.O. No. _____

Pre-payment will speed your order through our credit department.

TERMS: Net 30 days

Shipping & Handling: Add 9% of order (15% in AK, HI, PR)

ORDER BY:

MAIL	PHONE	FAX
POSITIVE PROMOTIONS 40-01 168th Street Flushing, NY 11358	1-800-635-2666 Monday - Friday 8:00am-7:00pm EST	1-800-635-2329 24 Hours A Day 7 Days A Week