

THE CATALOGUES®

MEDIA INFORMATION

longevity

response

distribution

value

it works!

FINEART | FASHION | HOME FURNISHINGS | JEWELRY

CELEBRATING 28 YEARS IN PUBLISHING

THE CATALOGUES®

It's More Than Just Advertising. It's A Complete Marketing Program.

The Catalogues. Targeted to Proven Shoppers

The Catalogues are premium shopping guides showcasing the wares of the finest retail establishments in five of America's renowned resorts: Aspen, The Hamptons, Santa Fe, Sun Valley and Vail-Beaver Creek.

With targeted distribution to proven shoppers and affluent homeowners, The Catalogues have been working successfully to sell quality merchandise for almost three decades since its first publication in Aspen in 1976. Known for producing results, The Catalogues offer advertisers a complete marketing package including professional photography, photo styling, art direction and graphic design. This unique formula focuses entirely on advertisers' products and services.

The Catalogues have a single proven mission. Drive response to advertisers through the most comprehensive marketing plan available.

More Tools for More Sales – ALL FOR ONE PRICE

Professional Photography and Photo Styling	INCLUDED
Art Direction and Graphic Design	INCLUDED
Production and E-File Preparation	INCLUDED
Four Color Scanning, Color Corrections and Pre-Press	INCLUDED
Weekly distribution to stores, lodging facilities, transportation and information centers	INCLUDED
Targeted Mailings to your preferred customer list	INCLUDED
Targeted mailings to affluent homeowners and property transfers <small>Aspen, Vail-Beaver Creek and Santa Fe</small>	INCLUDED
TheCatalogues.com	INCLUDED
Ad board and in-store display rack	INCLUDED
Shopper's Guide Listing	INCLUDED
Map Locator pinpointing your store location	INCLUDED

Advertising in The Catalogues gives your company a complete package of creative and professional services needed to produce and distribute a six-month marketing and advertising program.

All elements of The Catalogues' marketing package target proven shoppers.

Value-Added Services

Web Marketing Opportunities

The Catalogues.com is cross-promoted in each of The Catalogues to over one million of the world's most affluent shoppers. An e-commerce site that enables Catalogue advertisers to feature six products per page and facilitate on-line sales as well as direct phone contact from shoppers to advertisers. Over 2,500 visitor sessions per week spending more than 8.5 minutes in site at a time. TheCatalogues.com is the official shopping site for The Aspen Chamber Resort Association, and we are continually working to build more reciprocal relationships in each market.

Additionally, visitors may now view all of The Catalogues online, get updates on gallery showings and preview lodging opportunities.

Postcards

Postcards of your Catalogue ad or any other supplied image may be ordered throughout the year after Catalogue issuance. Quantities range from 500 – 5,000 and prices start at \$320.

Reprints

Reprints of an ad may be ordered after issuance of The Catalogue. Quantities range from 500 – 5,000 and prices start at \$325.

CD Rom

Create a virtual Catalogue with links to your own website. CD Rom Catalogues may be developed for as little as \$1,500. A cost effective way to merchandise and catalogue products to your targeted customers. Easy to link your website and your product mix can be altered inexpensively.

Ad Boards

By placing your ad board in the window of your establishment, your Catalogue ad will continually work for you. Advertisers receive one complimentary ad board per store location. Additional ad boards may be ordered for \$15 each prior to issuance of The Catalogue. Ad boards ordered after issuance are \$60 each.

Preferred Customer Mailings

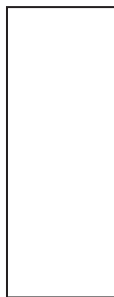
Advertisers may send up to 200 customer addresses and we will mail them a complimentary copy of The Catalogue. Accepted formats for lists are Excel, Access, DBF (database), ASCII, Comma Delimited Format. Typewritten lists may be faxed to 970.927.2021 for formatting, hand-written lists are not accepted. Personalized mailings are available for an additional charge.

All value-added services are ordered through Modell Associates. Call 970.927.2015 or e-mail officemanager@modellassoc.com.

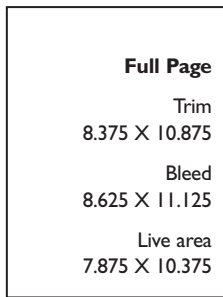
AD SIZES (In Inches)



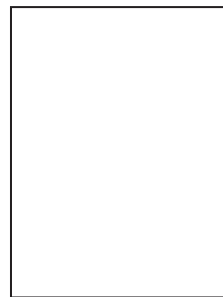
Half Page
Trim
4.1875 X 10.875
Bleed
4.3125 X 11.125
Live Area
3.39375 X 10.375



Full Page
Trim
8.375 X 10.875
Bleed
8.625 X 11.125
Live area
7.875 X 10.375



Two Page Spread
Please provide two page spreads in single documents as specified left. Please clearly indicate left and right read on provided color proofs.



Producing Your Ad in The Catalogue

Twenty-eight years of driving response to participating advertisers proves that The Catalogues work. Top creative, production and printing talent make your merchandise shine in a beautiful, high-quality publication. Here's how it works.

PRODUCE YOUR AD IN FOUR EASY STEPS

1. Strategy and Planning

Determine what merchandise sells, is unique and conveys your message. Clip ads you think are effective. Confirm co-op dollars from suppliers.

2. Concept Development

The Catalogue Photo Art Director will meet with you to decide what products to feature and develop a rough sketch for your ad. **Please note: models and props are not included.**

3. Photo Shoot and Review

The Photo Art Director works with you to style your photo. At the end of the shoot, you will receive a Polaroid and production folio to complete your ad copy. The Production Coordinator will set a time to meet with you for photo approval. Allow enough time to review final text and special instructions for the photo. **Changes to copy or instructions after this meeting will result in additional charges.**

4. Proof Your Ad

Your ad will be designed and a copy presented to you for final corrections. Proof ad copy for accuracy of spelling, content and manufacturer's logo placement. **Proof must be returned within 24 hours.**

Supplied Artwork Specifications

In the event that you are supplying artwork to produce your ad in The Catalogue, please follow the guidelines below:

Transparencies

Original, unflawed and preferably 4 X 5 inch format (flawed transparencies subject to correction charges). Mark for cropping and right side up.

Scans

CMYK, Scitex CT, Tiff or EPS format, 300 dpi, drum-scanned images are required accompanied by an Imation Digital or Analog Contract Matchprint proof manufactured to SWOP specifications. Scan is to be similar to overall ad size and submitted on approved electronic media (see below). Modell Associates does not guarantee reproduction of materials without receipt of the above proof.

Copy/Typesetting

Store name, map location and address are set by our designer. Allow sufficient vacant area for insertion of formatted name and address (approximately 2" from base or top of ad).

Logos

Maximum size of store logo is .875" high. Manufacturer co-op logos not to exceed the smaller of height of store name or 36 point type. Tiff or EPS format in four color process with a line art resolution between 1,000 and 2,400 dpi.

Submission of Electronic Media

All full bleed picture boxes must be created using the x/y coordinates set to zero. Macintosh platform with files built in Quark Express 3.3 or higher. Ads may be submitted on Zip 100 MB, or CD-Rom. Include an Imation Digital or Analog Contract Matchprint proof at 100% of size, all related fonts, documents and support graphics and attach a directory printout of what has been sent. Supplied files that are copydots from other vendors must be composite EPS with preview and an OPI image for placement into Quark, 2,400 dpi, and tiled 2048 X 2048. **Please send only files related to your ad.**

Labor and Color Proof Charges

Proofs are \$85 if not supplied as specified above with digital files. \$100/hour for corrections to supplied material or sorting through extraneous files.

Return of Supplied Materials

Supplied materials will be returned shortly after production is completed.

ADVERTISING IN THE CATALOGUE

it works!

THE ASPEN CATALOGUE

"I have been advertising in The Aspen Catalogue since we opened in 1973. It is the only publication we have advertised in that we have been able to track consistent response."

Shirley Kalnins, Owner, Le Tub

THE HAMPTONS CATALOGUE

"Within the first week of issuance, we had shoppers come into the gallery with The Catalogue in hand. One woman came in with our ad torn out because she wanted to purchase the vase we featured. We have had continual response throughout the summer and fall and look forward to the next issue. It's the best advertising bargain in The Hamptons."

Ann Kolb, Owner, Ann Kolb Gallery

THE SANTA FE CATALOGUE

"For over seven years, The Santa Fe Catalogue has been a reliable advertising vehicle for our store. The format is focused, the quality is terrific and it provides the right environment for our ads. But, most important, our customers let us know they come in because they have seen our ad in The Catalogue."

Betty Kaye Gilmore, Antique Warehouse

THE SUN VALLEY CATALOGUE

"The response we've had from our full page ad in The Sun Valley Catalogue has been spectacular...we've had a stronger response from that one image than any other advertising we have done in years. We made the decision to advertise in The Catalogue due to its superior presentation and distribution, and we highly recommend it for businesses that want to appeal to the connoisseur with the most refined of tastes."

Kelly Daluiso, Kneeland Gallery

THE VAIL-BEAVER CREEK CATALOGUE

"I have to carefully select the products we display in The Vail-Beaver Creek Catalogue because the response to the ad is so good, we always sell out."

Pete Cook, Marketing Manager, Beaver Creek Sports and Vail Sports



MODELL ASSOCIATES
INCORPORATED

204 Park Avenue, Unit #2-B Basalt, Colorado 81621 **P: 970.927.2015** F: 970.925.2021