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Get Your Shaklee Products Go Here:

<http://www.shaklee.net/mimc/>

Introducing Shakleebaby™ and Shakleekids™



**Introducing Shakleebaby™ - Always Safe. Always Gentle. Always Healthy.
Open Order 5/1**

Babies are the most precious gifts in the world. Keep yours happy and healthy with Shakleebaby. Safe, pure, and natural, our pediatrician tested baby care products are formulated to keep your little one's bottoms soft, itty-bitty toes clean, and growing body healthy.



Gentle Wash

Clean, fresh baby. This extra gentle wash is made with organic chamomile and lavender, pH balanced and sensitivity tested to shower even the most tender skin with love. 99% Natural; 76% Organic.

#30108 <http://www.shaklee.net/mimc/>



Soothing Lotion

So soft. Organic sunflower seed oil and shea butter moisturize, and organic chamomile and lavender soothe. 99% Natural; 87% Organic.

#30106 <http://www.shaklee.net/mimc/>



Diaper Rash Cream

Naturally soothing. Zinc Oxide protects baby's delicate skin from wetness, keeping skin healthy and dry, and helps heal diaper rash. Organic and natural oils keep skin hydrated and smooth while chamomile, aloe, and calendula extracts soothe. 99% Natural. 78% Organic.

#30109 <http://www.shaklee.net/mimc/>



Massage Oil

Perfect for massaging baby or moisturizing after a bath. With organic sunflower oil, lavender, and chamomile to moisturize and smooth. 99% Natural, 99% Organic.

#30107 <http://www.shaklee.net/mimc/>



Multivitamin & Multimineral Powder

One of the most comprehensive infant-toddler supplements available, it contains prebiotics to help promote a healthy immune system and bundles of vitamin D to support strong bones and teeth. Star-K Certified. *

#20057 <http://www.shaklee.net/mimc/>

* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



Introducing Shakleekids™ - Supersmart. Supersafe. Supernutritious.
Open Order 5/1

Behold the powers of Shakleekids Mighty Smart and Incredivites! These dietary supplements are made with supersafe ingredients that bring out the best in kids, like rad vision, smart noggins, and a rockin immune system. *



Incredivites™

Shakleekids Incredivites is the first kids chewable multivitamin in the U.S. with lactoferrin, a protein that helps busy bodies' immune systems stay supercharged. Packed with 23 essential nutrients, it's one of the most comprehensive supplements available - with 600IU of vitamin D to support strong bones and teeth, and 100% of the daily value for vitamins C and E per serving. *

#20002 <http://www.shaklee.net/mimc/>

Note: Vita-Lea® Ocean Wonders™ will continue to be available.



Mighty Smart™

Shakleekids Mighty Smart is scientifically formulated with a power-packed blast of ultra-pure DHA. Essential for early brain development, this omega-3 fatty acid has been shown to support mighty memory, mad concentration, and fierce mind skills. Star-K Certified.

#20058 <http://www.shaklee.net/mimc/>



NEWSPAPER ADVERTISING TUTORIAL

Why Choose Newspaper?

Newspaper Is an Excellent Medium

- Nearly six out of 10 adults read a newspaper an average weekday.
- Over two-thirds of adults read a newspaper on an average Sunday.
- Newspaper is the most commonly used media source for classified advertisements.
- Customers for many products and services are heavy newspaper readers.
- Newspapers provide advertisers with unique sections to target consumers.

Nationally, almost 56 million newspapers are sold daily, with an average of 2.1 readers per copy. And on Sunday, almost 60 million newspapers are sold, with an average of 2.2 readers per copy.

Why Choose Newspaper? cont.

Key Benefits of Newspaper

- Detailed, up-to-date information that enables consumers to make informed buying decisions
- Schedules that reinforce an advertiser's key selling season
- Schedules that build reach over time
- Well planned spreads that command immediate attention

Newspaper Creates Immediacy by permitting:

- **Quick Response**; ideal for product announcements
- **Marketing tie-ins**; with next-day editorial coverage of political elections, special events, and sporting events etc.
- **Weather tie-ins**; triggered by weather-related events such as first snowfall, heavy rainfall, and high winds

Newspapers are the most powerful advertisement medium in the nation. Newspapers have the largest advertisement share among all other media nationally. Why? Unlike some media, newspaper advertisements get measurable results.

Where to Advertise in DAILY or WEEKLY Newspapers

Why Choose a Daily Newspaper?

- There is no weekly newspaper available.
- The weekly newspaper layout can not accommodate your advertising needs.
- Daily newspaper rates are sometimes comparable to weekly rates
- Weekly newspaper is only available on the racks (free at the store/news kiosk)
- The opportunity to advertise any day of the week

Why Choose a Weekly Newspaper?

- Weekly newspapers sometimes offer a rate unbeatable by daily newspapers
- Weekly newspaper is courier or mail delivered
- Weekly newspaper offers classified and ROP advertising
- Weekly newspaper circulation is comparative to daily newspaper

Advertising FAQ's

How much does it cost to advertise in the newspaper? Is it more expensive than other media?

A cost-per-thousand reader's analysis often shows that advertising in a newspaper is cheaper than radio and television.

With so many sections in the newspaper, how can I be certain my ad reaches the right audience?

Newspaper has verified information on readers profiled by section. Ask your newspaper sales executive which section is right for your product.

Is it worth advertising in "special sections?"

Special sections can help reach specific audiences. For the best results, entice readers with special offers or sale products.

The Elements of an Effective Ad Placement

Know your Customer	Know your Business
Know your Market	Know your Budget
Know your Competition	Know your Newspaper
Know what Sells	Know your Frequency

Questions to Ask Your Account Executive

Newspaper Specifics

- What is your newspaper size?
- How many columns are in your classified section?
- What is the depth of the newspaper page?
- What is the circulation of the newspaper?
- What day of the week do you publish your newspaper?
- What are the newspaper space deadlines?
- Does your newspaper offer separate sections?
- Where in your classified section should I place my advertisement (i.e., business opportunity, “At Your Service” etc.)?

Pricing for Placement

- Do you offer a pick-up discount for a 2nd or subsequent ad?
- What are your rates?
- Do you require a minimum number of lines when purchasing classified space?
- Are the newspaper prices gross or net?
- What special section or special positioning does the paper offer? Is there is a special price?

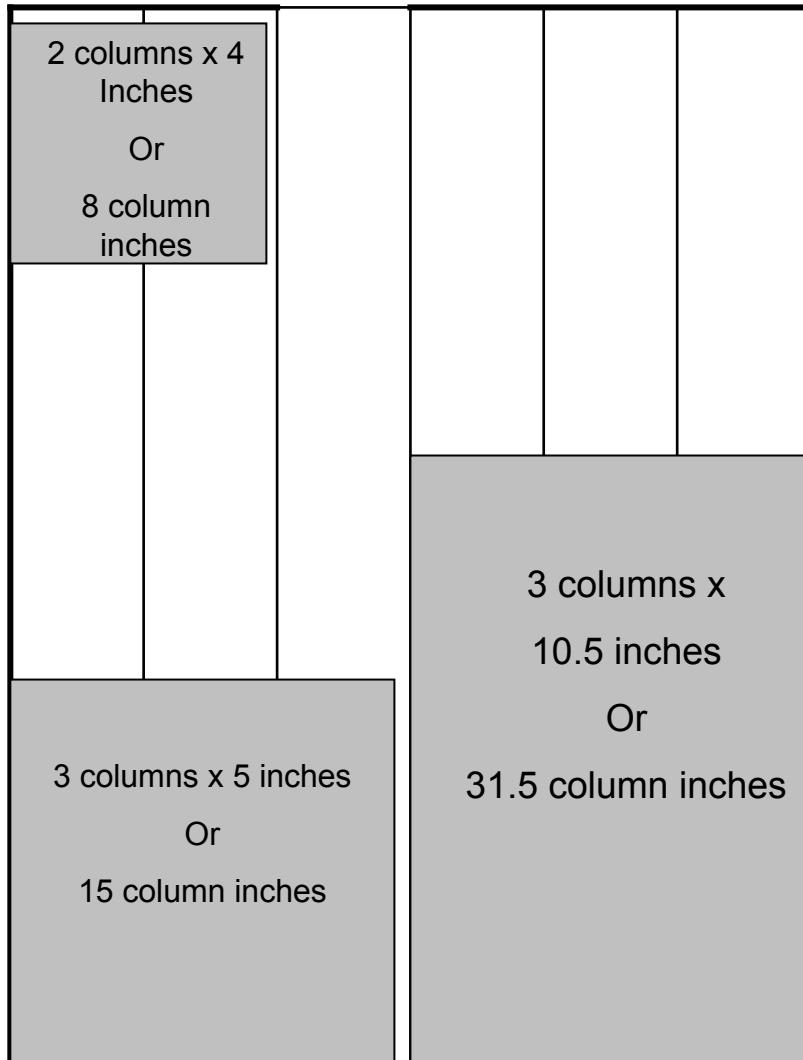
Materials and Tearsheets

- How do I deliver the materials? E-mail upload, send a velox to ad representative, etc.?
- What are the material deadlines?
- Can you pub set information into my advertisement?
- How long do you hold artwork? Can I have it returned?
- How are tearsheets delivered and what is the timeframe?

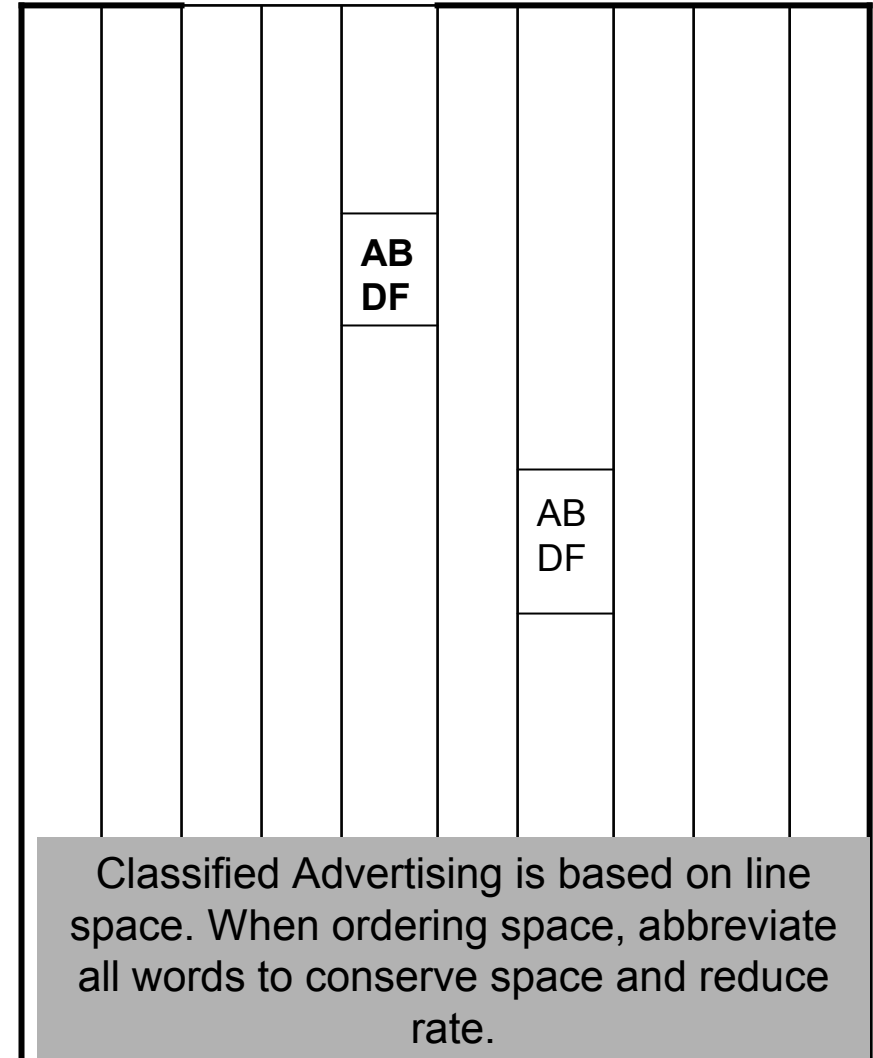
Calculating Space

For Broadsheet Weekly's

3col x 10.5" or 3col x 5 or 2col x 4



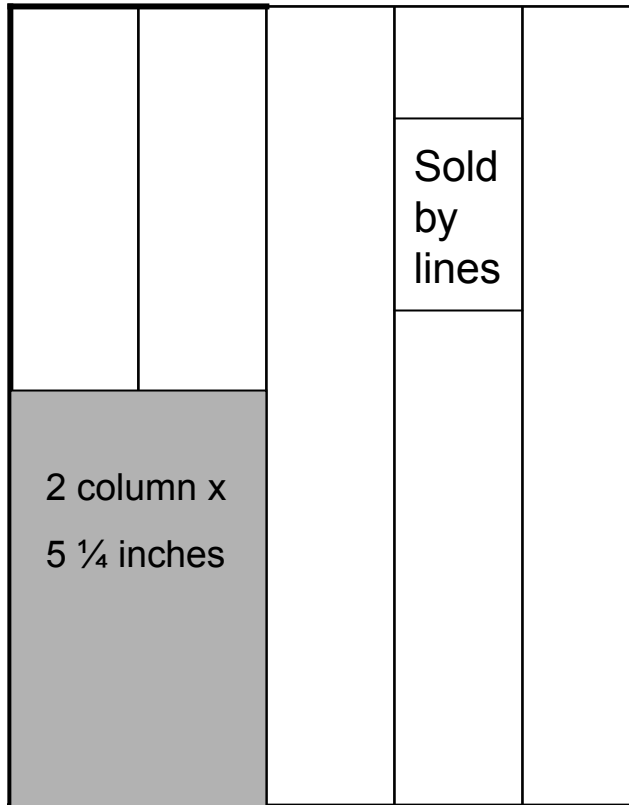
Classified Advertising



Calculating Space

For Tab Weeklies

2 column x 5.25 inches or classified advertising (liners)



Tab size newspapers standard size is 5 columns wide by 11 1/2 " deep

Common Newspaper Terms

•Camera-Ready Copy

A pasteup ready to be photographed by the platemaker. Does not require any camera work, pasteup or typeset.

•Circulation

Number of households that receive a given publication.

•Column Inch

Area that is one column wide by one inch deep. (one column inch size will vary depending on newspaper size).

•Cooperative Advertising

Advertising [paid for by both the national (brand name) and the local advertiser. Also, advertising in which several normally competing firms get together to do a common selling job.

•CPM/ Cost Per Thousand

Used in comparing or evaluating the cost efficiency of publications or broadcast schedules. For publications, it is determined by dividing the rate or specific advertisement cost by the circulation or number of readers. Simply, the advertising cost to reach 1,000 units of audience.

•Deadlines

The time before an advertising date that space should be ordered and materials must be received. If deadlines are not met a scheduled advertisement will not appear in the newspaper.

•Double-Truck

Two facing pages used for a single, unbroken advertisement. Also, called a two-page spread and usually incorporating the gutter.

•Four-Color

Also called full color. Full range of colors obtained by printing red, yellow, blue, and black.

•Frequency

The average number of times an audience member is exposed to a medium. Usually referred to as average frequency.

•Gross vs. Net Cost

Gross Advertising Cost has a 15% agency commission built into the per column inch (PCI) price. This discount is removed at billing to the client. This pricing is usually used to buy National Campaigns. Net Cost is the price minus the 15%.

Common Newspaper Terms (continued)

•Layout

Put visual elements into a pleasing and readable arrangement.

•Linage

The total amount of space taken up by advertising, expressed in lines or column inches. Can refer to a single ad, total ad space for a page, an entire paper, or a total amount over some period of time.

•Logo

The name of the advertiser in art or type form that remains constant from ad to ad. Usually available in more than one size.

•PCI Cost Price

Per Column Inch is used to calculate the price of an advertisement. This price per column inch is located on the rate card. PCI is multiplied by the total number of inches an advertisement uses. Example $\$26.95 \times 31.5 \text{ inches} = \848.93

•Process Color

Also called full color. Refers to the four color process reproduction of the full range of colors by the use of four separate printing plates, one for each of the primary colors (magenta, yellow, cyan, and black). In process color reproduction, the colors are mixed optically by the eye of the viewer rather than mechanically, as in painting.

•Proof

First reproduction of the ad as it will appear in the newspaper. Often used by newspaper representative to check for accuracy.

•Quarterfold

One-fourth the size of a broadsheet or standard page, usually 3 columns wide by 10".

•Rate Card

An informational piece distributed by the newspaper that shows pricing of advertising space. Rate Cards can also include circulation, mechanics, and artwork details.

•Reach

The number of different persons or homes exposed to a specific media vehicle or schedule at least once. Usually measured over a specific period of time.

Common Newspaper Terms (continued)

•Readership

An estimate of how many adults look into or read the paper on any given day.

•Reverse

White letters in a gray/black or color area.

•ROP

Run of Paper. Denotes advertising that appears within the newspaper itself (as apposed to an insert).

•SAU

Standard Advertising Unit. SAU is a standard ad size format that may be accepted by many different Newspapers. SAUs were created to make it easier for a large advertiser to place the same ad in many different newspapers without adjusting the ad to different column specifications.

•Tabloid

A newspaper about half the page size of a standard section - usually 5 columns wide by 12 ½ deep.

•TMC

Total market Coverage is 100 percent household coverage within a given area.

•Tear Sheet

A full page torn from a newspaper given to an advertiser as proof of publication.

•Velox

A screened or lined print of advertising copy ready to be reproduced in the newspaper.

•White Space

The area left open in an ad that is not printed over with type or art.