



**RETURN FORM BY:**  
**December 01, 2007**

## 2008 DIGITAL EDITION & ONLINE BUYERS GUIDE

**FREE LISTING QUESTIONNAIRE**  
**Online & Digital Edition - December 2007**

Account No: Online Listing  
Page: 1 of: 3

Sales/Mktg. Mgr.

**Please correct the contact and mailing information for the Person Responsible for Updating this Listing.**

Make it easy for buyers to find you in ISHN's Digital Edition and Online Buyers Guide. The digital edition will be emailed to over 31,500 professionals quarterly for the next year. The online edition will be accessible for an entire year at [www.ishn.com/buyersguide](http://www.ishn.com/buyersguide) with a projected audience of over 120,000.\*\* SEND IN YOUR FORM TODAY - IT'S FREE.

Be sure your listing stands out, check out our electronic enhancements on the last page of this form! NEW THIS YEAR, a Premium Plus package which includes a full-page display ad in the digital edition of the buyers guide.

Please complete this form, sign, date and return. To ensure accuracy, please clearly print or type any changes or additions to the listing information that follows. If you are not the correct person, please forward this form to that individual.

### **PUBLISHED COMPANY INFORMATION**

Company:

Division:

Address:

City:

State/Province:

Zip/Postal Code:

Country:

Phone:

Fax:

Email:

Web/Home Page:

### **CONTACT PERSONNEL**

List key contact name and title. Please limit to one. The first name will be used if more are provided.

Your listing will NOT be processed without the following information:

Please sign and return all pages of this form by December 1, 2007 in the envelope provided or by fax to Laura Cox at 248-283-6534.

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Email:\* \_\_\_\_\_ Fax:\* \_\_\_\_\_

\*ISHN is moving to an online listing form and future listing notifications will be sent via email. By providing your fax number you are giving ISHN permission to fax you with questions concerning this or future listings. If you do not wish to receive faxes, please leave the fax field blank. All other fields required.

\*\*31,500 from Publisher's Own Data, 120,000 from July 2007 NetTracker Data

Occasionally, listed companies receive special email offers from relevant organizations. If you do not wish to receive such offers, please check here.

## 2008 DIGITAL EDITION & ONLINE BUYERS GUIDE

### BUSINESS STATUS

Please check all that apply:

Distributor

Manufacturer

Services

Association

Certification

Government

Other \_\_\_\_\_

### GENERAL PRODUCT LINES

List general product lines only (no trade names), individual products are itemized under Product Codes for Manufacturers and Services below. Limit of 20 words or less. Longer descriptive wording will be edited.

### BRANCHES

If your branch locations were listed in last year's edition they are listed below in state order. Make all necessary changes and additions. To add branches, write in below with the following information: Contact Person and Title, Address, Phone, Fax. Include email and web address if applicable. Limit of five branches. The first five branches will be used if additional branches provided.

### PRODUCT LISTING SECTION - \*\*IMPORTANT -You must Select Product Codes to be Searchable Online\*\*

ALL PRODUCT CODES ARE FREE OF CHARGE. Your company name will appear under the following product categories. Add code numbers and descriptions of any additional headings under which you wish to be listed. Refer to the enclosed Product Heading List for the complete list of code numbers and headings available. To delete a category, "X" out the Product Code Number.

PLEASE NOTE: In order for your company to be searchable by keyword in the new online buyers guide you must select product codes.


CODE NUMBER / HEADING

**2008 DIGITAL EDITION & ONLINE BUYERS GUIDE**

Sales/Mktg. Mgr.

**Enhancement Order Form**

**YES! Include my company in the ISHN 2008 Buyers Guide in Digital Edition (emailed quarterly) and Online (accessible for an entire year). See my options below:**

LISTING PACKAGE	(Select Only One)	PRICE	DETAILS
<b>PREMIUM PLUS</b>	<input type="checkbox"/> <b>DISPLAY &amp; LISTING PACKAGE</b> <ul style="list-style-type: none"> <li>• Full-Page Display Ad in the digital edition</li> <li>• Boldface basic listing in digital</li> <li>• 4/c logo in digital supplier section and online</li> <li>• Live Web &amp; Email Link in digital and online</li> <li>• Up to 5 Product Spec Sheets Online</li> <li>• Up to 3 Product Photos in digital and online</li> <li>• Premium designation online (appear first)</li> <li>• Email lead form – for recognizable leads</li> </ul>	\$995	 <p><b>NEW!</b> Includes a <b>Full-Page Display Ad</b> in the digital buyers guide</p> <p>Product Categories (for photos) _____</p>
<b>PREMIUM LISTING</b>	<input type="checkbox"/> <b>GREAT DIGITAL &amp; ONLINE COMBO</b> <ul style="list-style-type: none"> <li>• Boldface basic listing in digital</li> <li>• 4/c logo in digital supplier section and online</li> <li>• Live Web &amp; Email Links in digital and online</li> <li>• 1 Product Photo in digital and online</li> <li>• 1 Product Spec Sheet Online</li> <li>• Premium designation online (appear first)</li> <li>• Email lead form – for recognizable leads</li> </ul>	\$495	<p>Product Category _____</p>
<b>Deluxe Listing</b>	<input type="checkbox"/> <b>LISTINGS, LINK &amp; LOGOS</b> <ul style="list-style-type: none"> <li>• Boldface basic listing in digital</li> <li>• Live web and email links</li> <li>• 4/c logo in digital supplier section &amp; online</li> <li>• Improved search ranking online (appear 2nd)</li> <li>• Email lead form – for recognizable leads</li> </ul>	\$225	
<b>Linked Listing</b>	<input type="checkbox"/> <b>Boldface basic listing in digital &amp; live web and email links in digital &amp; online</b>	\$95	
<b>Basic Listing</b>	<input type="checkbox"/> Includes listing in the ISHN digital buyers guide and searchable online version	FREE	
<b>Add a TILE AD to Your Listing Package</b>			
<b>Tile Ad</b>	<input type="checkbox"/> TILE AD throughout the online buyers guide	\$375	

**For more information on enhancements, contact Lydia Stewart at (248) 758-0137 or stewartl@bnpmedia.com.**

**\*Submit materials by November 1 to coxl@bnpmedia.com.**  Use my logo from last year  
 (Logos & products shots as JPG, EPS or TIF format at 300 dpi; spec sheets as a single product document in a low-res pdf, max file size 200k)

**Prepayment Required – please fill in payment information:**

Please Select Your Method of Payment

- Check (Payable to BNP Media in U.S. Funds – Mailed to Laura Cox) Check # \_\_\_\_\_  
 AMEX  Visa  MasterCard  Diners Club

Card #                      Exp. Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Print Name \_\_\_\_\_

Email Address for Receipt \_\_\_\_\_

**TOTAL AMOUNT:**  
\$ \_\_\_\_\_

All prices are net and non-commissionable. Credit Card payments will appear on your statement as BNP Media. NOTE TO COMPANIES OUTSIDE OF THE U.S. AND CANADA: PAYMENT PREFERRED ON A CREDIT CARD. CHECKS MUST BE IN U.S. FUNDS AND DRAWN ON A U.S. BANK.