

FOOTLOCKER.COM/EASTBAY

PACKAGE INSERT PROGRAM

Reach today's urban and competitive athletes...an influential, engaging and exclusive market segment claiming significant recognition! Eastbay customers aspire to be the varsity athlete and consider Eastbay the "first choice" to shop. Matched with Foot Locker's market domination as the athletic connoisseur of sneakers, deemed "sneaker central," these combined audiences allow your materials to reach athletes who crave the latest technologies, cutting-edge styles and trends in footwear, apparel and equipment. They (and their parents) want to improve their performance and/or look great doing it. Your brand promotion will touch the fingertips of amateurs and professionals, high school and college students – and of course, their parents – all aspiring to either be the best or look the best.

Inserts will be included in shipments to **Eastbay.com, Footlocker.com, Six:02.com, Ladyfootlocker.com, Kidsfootlocker.com, Final-score.com and Footaction.com**. No list/database on the market – you cannot reach this audience without going through exclusive media channels. Want more exposure? Ask us how!

Quantity CPM

2,820,000 Annually \$75/M

Monthly Estimates

January	225,000	July	230,000
February	280,000	August	315,000
March	275,000	September	300,000
April	240,000	October	220,000
May	220,000	November	275,000
June	240,000	December	0

Specifications

Minimum Test: 100,000
 Restrictions: Max. Size: 5 ½" X 8 ½"
 Min. Size: 3" x 5"
 Max. Weight ¼ oz.
 Max. # of inserts – 4

Two (2) sample mail pieces required for approval.

Order Details

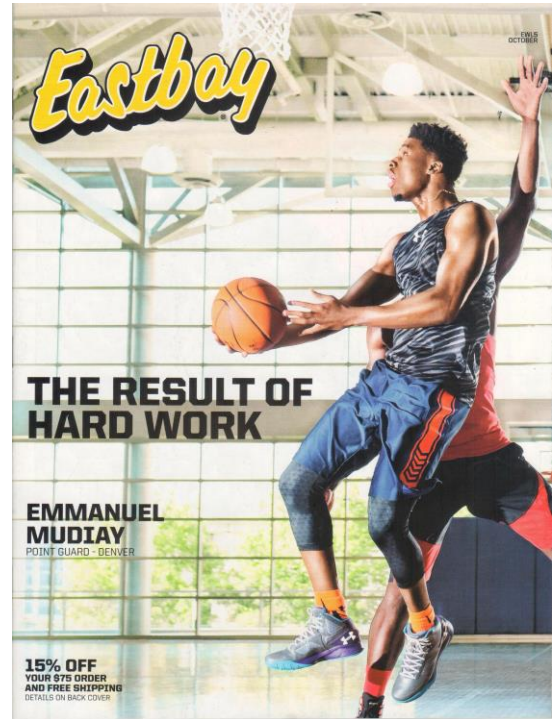
Shipping address and labeling instructions will be provided with order acknowledgment.
 Printing can be provided – call or e-mail for quote
 Material must be packed in cartons of no more than 35 lbs. each.

Customer Profile

Age Range: 12-24
 Please inquire regarding additional demographic details.

Additional Information

All cancelled orders will incur a \$100 flat fee. Full insertion fees apply if order is cancelled within 90 days of mail date. Agency/Broker commission is 15% on this program.



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