

Pro Studio Agency

Pro studios must actively market to consumers. Apollo helps you do that. We've developed two consumer marketing campaigns for our pro studios.

P.S. Agency's "Look What's New" and "Go To A Pro!" campaigns help you sell more. Everything is professionally written and designed for consumer appeal. The benefits and features of ProPhotoCreations and Illuma will interest your market and build your business.

P.S. Agency marketing materials are provided at a nominal price. We do not want to make money from selling these materials – we want our customers to make money from using them!

"Look What's New" Campaign

The ProPhotoCreations Studio Merchandising Kit contains eye-catching materials that will fire up your clients to add to their regular print order. Compact, classy brochures communicate the benefits and quality of ProPhotoCreations, along with a two-sided poster, direct-mail postcards and Designer Sales Book. Personalize it with your own samples too.

25 brochures with stand, two-sided poster, 25 postcards, Designer Sales Book, CD of images and a free \$10 coupon!

Price:
\$25.00
(Save \$10 when you use your coupon)



Pro Studio Agency

Order other items Individually too!

"Look What's New" Brochures:

(Qty: 25)* **\$10.00**

- > eight panels of great images and copy
- > all exclusive ProPhotoCreations products featured
- > two-sided printing on 100 lb. satiny stock
- > 8½ x 16"; pre-folded
- > room to add your studio logo or sticker
- > use as a take-one or direct mail campaign

"Look What's New" Postcards:

(Qty: 25)* **\$ 7.50**

- > 4¼ x 6", coated; two-sided all ProPhotoCreations products included
- > add your logo or labels – and mail

Designer Sales Book: **\$ 7.50**

- > Flip book for showing clients all the current designs and products
- > includes photographic bookmark designs and ApolloEffects

Marketing Images CD: **\$ 5.00**

This valuable marketing CD contains postcard and brochure designs, each in two formats: InDesign and pdf. You can simply print the pdf versions or you can customize the InDesign versions with your own copy, images and promotions. In total you receive:

- > printable counter sample of the Designer Sales Book (described above)
- > printable counter sample of all Apollo photo greeting card styles
- > 10 editable direct mail post card designs
- > all trademarked logos
- > 17 product images
- > printable version of the "Look What's New" Poster
- > editable "Look What's New" Brochure design (described above)

** call for large volume discounts*

All P.S. Agency materials are for the sole use of Apollo's customers.

"Go To A Pro!" Campaign

The Illuma® Studio Merchandising Kit contains imagery and copy that will drive your clients to add many Illuma ProPress products to their regular print order. Satiny, preprinted brochures explain all Illuma products, along with a two-sided poster, sample cards, sample materials and a mini-memory book. Make it personal by adding your own samples.

25 brochures with stand, two-sided poster, sample mini-Memory Book, cover and paper samples, 4 Photo Art Cards, CD of images and a free \$10 coupon!

Price:
\$25.00
(Save \$10 when you use your coupon)

Order Items Individually too!
Illuma "Go To A Pro" Brochures:
(Qty: 25)* **\$10.00**

- > eight panels of great images and copy
- > all Illuma Products featured
- > two-sided printing on 100 lb. satiny stock
- > 8½ x 16"; pre-folded
- > room to add your studio logo or sticker
- > use as a take-one or direct mail campaign

Illuma Photo Art Card Samples (8-pack):
\$10.00

- > represents all the papers and styles available
- > provides some design ideas
- > come with matching envelopes

Illuma Cover and Paper Samples: \$10.00

- > papers used in all the Illuma products
- > cover samples for all the book products
- > all clearly labeled

Illuma Mini-Idea Book: \$ 7.50

- > 6 x 4 soft cover
- > provides ideas for page layouts, designs and uses
- > shows how well Illuma books are bound

Illuma Holiday Memory Book Postcards:
(Qty: 25)* **\$5.00** (while supplies last)

- > two-sided, ready to mail
- > add your logo or labels
- > tell your customers about this great gift-giving add-on from you



Marketing Images CD: \$ 5.00

This valuable marketing CD contains postcard and brochure designs, each in two formats: InDesign and pdf. You can simply print the pdf versions or you can customize the InDesign versions with your own copy, images and promotions. In total you receive:

- > printable counter samples of Photo Art Card fonts, color, graphics and frame choices
- > 8 editable direct mail post card designs
- > editable "Go To A Pro" Brochure design (described above)
- > printable "Go To A Pro" Poster
- > all trademarked logos
- > 16 product images

We add new designs and products to Illuma ProPress Products regularly; watch for eFLASH news

** call for large volume discounts*

All P.S. Agency materials are for the sole use of Apollo's customers.