

1. Catalog company name, followed by catalog name

Apple Productions - Little Apple Catalog

Address: 123 Central Ave., Sixth Floor, New York, NY 12345-6789;
Tel # (212) 555 - 0231 Fax # (212) 555 - 6789,
Customer Service # (800) 122-7753 E-Mail apple@appleproductions.com
URL www.appleproductions.com

Personnel: Owner-Alice Redact
Pres.- Brad Express
Prod Dir.- Charles Artist

2. Frequency; number mailed/issue, cost if any

Product Line: Fruit baskets and gourmet cheese

Catalog Circulation: Mailings: Bi-Monthly, # Mailed/yr. - 1,000,000, Free

General Info: Consumer, Yr. Est. 1996; Available Online, Sales Volume - Under \$500,000

3. Target audience, year established, alternate formats, and sales volume

Advertising: Accepted, please inquire for rates

List Rental Info:

Price: \$100/m Quantity: 525,000

List Management Co: Little Apple Lists, 456 Sunny Rd., Rye, NY 10580-5678
Tel # (914) 555-1234 Fax # (914) 555-5678

4. Number of pages, trim size, use of color, print method, binding type, and paper stock

Printing Specifications: 32pp; 8 X 10 1/2; Color-4; Web Offset;
Saddle-Stitched; Coated Free Sheet

Printing Company: Apple Press, PO Box 56897, Clifton, NJ 07015
Tel # (973) 234-5678 Fax # (973) 123-4567