

2021

aimTM

DISTRIBUTOR RATE CARD

Higher. Further. Smarter.TM

WELCOME

YOUR AIM DISTRIBUTOR RATE CARD IS HERE!

With industry leading suppliers, the AIM catalogue is more than just a catalogue it gives you everything you need to run your business.

NEW Suppliers

NEW PPE section

NEW Products

Now that's something to shout about...



Clear colour coding for each section

Superb detailed photography



Full print details and dimensions

Colour Key adjacent to the product for easy reference

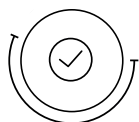


The 2021 AIM Catalogue will be A4 sized and have a gloss finished cover and stylish silk finish pages. Once again, AIM has a brand new design and clear layout with detailed product information including pricing and colour options, and following numerous requests we will be including a PPE section this year.

Please ensure you place your order and approve your artwork before the 20th December 2020 for delivery end of January.

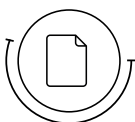
DISTRIBUTORS FEEDBACK.

64%



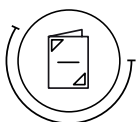
Rated the catalogue as Above Average or Excellent

61%



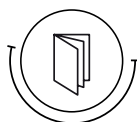
Preferred an A4 catalogue size

67%



Preferred a Gloss Cover

56%



Preferred a Silk Finish for the text pages

**AIM
DISTRIBUTOR**

To order please contact our AIM Catalogue Team:
0114 2121718 or email: help@aimsmarter.co.uk

ALL THE TOOLS

The AIM catalogue comes as part of our AIM Package Deal. Our Package includes a full range of online tools which all fit seamlessly together to help you reach your ultimate goal; to drive sales and win business. Get access to the AIM product sourcing portal, encourage online sales through an eCommerce website and manage your entire business from the initial quoting process right through to invoicing. In addition to this, you'll receive a virtual catalogue that matches the AIM products, and access to a large portfolio of amazing custom flyers to engage your customers.

PRODUCT SOURCING

Source promotional merchandise from the industry's number one sourcing portal.

- Hundreds of leading suppliers
- Thousands of promotional products
- Best-selling, new and unique range
- Key pricing and quantities

eCOMMERCE WEBSITE

Give your customer the ultimate experience from start to finish.

- Preloaded with thousands of promotional products and you can add your own.
- Unlimited pages and optional banners
- Shopping cart
- Secure payment processing

CRM AND ORDER MANAGEMENT

Manage your business through one cloud based system.

- Access from anywhere with an Internet connection
- Send presentations and quotes
- Process orders and invoices
- Manage customers and prospects
- View reports on business performance

TECHNOLOGO

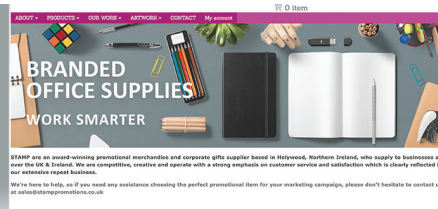
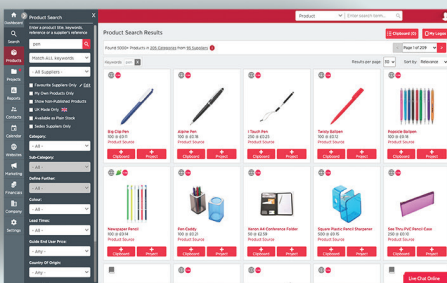
Our online designer and visualisation tool integrates with your website, allowing your customers to personalise your products on-screen.

- Easy to use customisation tools to add logos, images and text
- On screen virtual samples generated with correct imprint method
- Easily swap between colour options
- Receive print-ready artwork with every purchase

CUSTOM FLYER

We create a portfolio of Custom Flyers using a selection of products from our catalogues, providing a highly engaging customer experience that utilises your customer's brands to drive product sales.

- Personalise flyers with your customer's and your own logo
- Create a quick display of realistic virtual samples with correct imprint method
- Download the Custom Flyer to share with customers within minutes



Virtual Proofs Just Got **A LOT** Easier



BUSINESS BUNDLES!

PRODUCT SOURCING

Source promotional merchandise from the industry's number one sourcing portal.

ECOMMERCE WEBSITE

Give your customer the ultimate experience from start to finish.

VIRTUAL CATALOGUE

A digital version of your branded catalogue on your website with page turning technology.

TECHNOLOGO

Our online designer and visualisation tool allows your customers to personalise your products on screen.

ORDER MANAGEMENT

A complete business management system specifically designed for promotional product distributors it takes you all the way from product research to full order processing and much, much more.

CUSTOM FLYERS

We are constantly adding to your portfolio of custom flyers which can be personalised with your customers logos to drive sales.



To order please contact our AIM Catalogue Team: 0114 2121718 or email: help@aimsmarter.co.uk

SO GO BESPOKE!

To sign up today please
complete the form overleaf.

Call our AIM Catalogue Team:
0114 2121718

Or email:
help@aimsmarter.co.uk

Add that personal touch and get a bespoke cover when you order over 250 catalogues.

WHEN SUBMITTING BESPOKE COVER ARTWORK

Please submit HiRes PDFs which will not be altered so please ensure your artwork has final approval and have been saved using the PDF/x-1a:2001 settings. An InDesign Cover Artwork Template is available, on request. HiRes PDF settings available, on request. All artwork must be CMYK - No Spot Colours.

COVER DIMENSIONS

Set as a single page - 430mm wide x 297mm deep. This size allows for both front and back covers (210mm wide x 297mm deep) and the spine (11mm wide). Please allow 3mm bleed all round.

Please note there is an additional charge of £450.00 for a bespoke cover and a minimum order quantity of 250 copies. Any changes to artwork will be charged at cost so please supply proofed, print ready artwork to the size requested. It is not possible to offer a bespoke cover to you after the print deadline of 1st December.

If you order over 5000 copies we will include the printing of the bespoke cover for free.

All orders/artwork approved by 1st December will be litho printed. Any orders thereafter will be screen printed over.

WHEN SUBMITTING COVER ARTWORK

ARTWORK SPEC

LITHO:

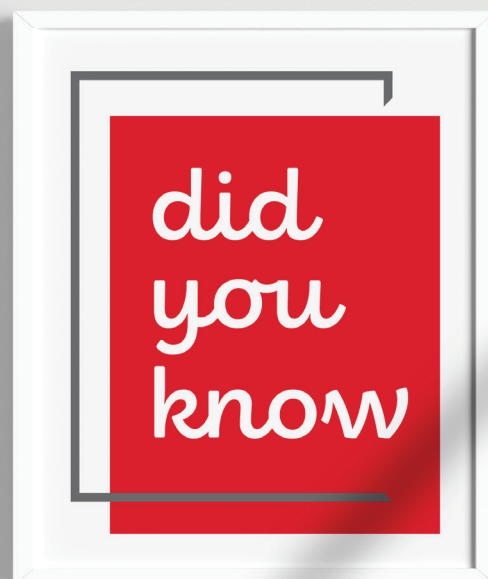
Please supply your artwork as a HiRes PDF or vector graphic file created in Adobe Illustrator or similar, ensuring that all fonts are converted to outline. Artwork must be CMYK with NO spot colours. **For all orders/artwork approved by 1st December.**

OVERPRINT:

Please supply your artwork as a HiRes PDF or vector graphic file created in Adobe Illustrator or similar, ensuring that all fonts are converted to outline. Please provide Pantone references (spot colours) on screen print artwork only. Contact us for the full specification.



FOR YOUR INFORMATION...



PHOTOGRAPHY

Paper has a tendency to expand as it absorbs moisture and shrink when it loses moisture. In the heatset web offset process heat is applied to the paper in order to flash off solvent and dry the ink. After heating the paper is cooled, and a layer of silicone emulsion is applied to "recondition" it. The heating of the paper removes a percentage of the moisture content which cannot be replaced in the printing process. The width of the web will have reduced by several millimetres when it leaves the press, which results in about one millimetre of shrinkage per page.

In sheet fed printing the opposite occurs. Paper takes up water in the printing process and may stretch due to water absorption. When sheet fed covers are bound with web offset sections, the covers are trimmed flush with the inner sections. After the trimming the covers release moisture into the air and the web offset sections absorb moisture from the air. The covers may shrink slightly and the web sections will grow, web growth beyond the sheet fed cover will normally be evident on the fore-edge.

It may be possible to minimise the impact of this effect by careful design of the cover and page one of the content.

Delivery

We will make every effort to ensure your delivery arrives on time. Sometimes, due to circumstances beyond our control, deliveries are delayed. Should this happen we will do our best to get your goods to you as soon as possible and minimise any inconvenience. Unfortunately, we cannot take responsibility for any consequential losses. Carriage is charged per box.

There will be 20 catalogues per box and carriage will be charged as follows:

1-12 boxes at £6.50 per box

13-60 boxes at £95.00

61-120 boxes at £190.00

121-180 boxes at £275.00

Catalogues can also be collected direct from our printers, address details available upon request.

Print options

Extra print options are available at an additional cost. Please contact us for prices.

These include :-

- Metallic Print colours
- Spot UV
- Matt Lamination

Pricing includes a one colour print in one position. Extra colour prints are 35p each per colour per position. Origination is £30.00 per colour/position. Carriage and VAT excluded.

Catalogue, delivery and origination payments will be taken upfront and the membership fee taken monthly on a 30 day rolling contract. Please call or email for details: help@aimsmarter.co.uk.

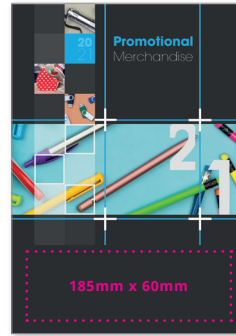
To order please contact our AIM Catalogue Team: 0114 2121718 or email: help@aimsmarter.co.uk

ORDER FORM

COVER A



COVER B*



COVER C



1



COVER D



COVER E



BESPOKE*

2 No. of Catalogues:

3 Choose a currency - STERLING EURO**

4 Company Name

Address

Contact Telephone

Email Signature



Tel: 0114 2121718 Email: help@aimsmarter.co.uk

For full terms and conditions please visit: www.aimsmarter.co.uk

*Only available if order and artwork approval is received before 1st December. **Not all cover choices will be available after 1st December deadline.

aim™