



"Top 100 dealers in the country"
2005, 2006, 2007

A name you *trust* for the *solutions* you need.

May 20, 2009

McShane's Local Stimulus Package

Marketing Department

I have a proposition for advertising I would like you to consider. McShane's delivers office products to approximately 3,000 clients per year. We service around 4,000 copiers/faxes and have salespeople making "cold calls". We are currently averaging around 4,000 contacts with clients and prospects monthly. These are businesses with 2-1,000+ employees.

We are putting together a "drop off packet" for each stop/call that would contain not only McShane's promotions, but also promotion sheets/coupons from a select group of "locally owned" businesses. We will be focusing on a group of locally owned businesses that we are confident will provide exceptional service, not only to our clients but to the prospects as well.

I am enclosing a sample of what I am looking for from the group of businesses we will help promote. We want to make it fun for those that receive this free packet, so we will require a "monthly give-a-way" of some type that we can hype as well. Changing the promotions monthly will be necessary to increase recipient responses. In addition, a rotating adlink on our website to yours will also be available.

We could print the marketing piece for you in full color if you can provide the artwork necessary. **I think you will find the cost minimal, and the upside potential exciting.**

Your Cost	If you supply the 4,000 ad pieces/Month	McShane's provides the Printing Monthly from your artwork
8-1/2x3-1/2	\$300.00 /mo	\$ 490.00 /mo
or	\$ 0.075 /per dropoff	\$ 0.123 /per dropoff
8-1/2x11	\$300.00 /mo	\$ 650.00 /mo
Single sided	\$ 0.075 /per dropoff	\$ 0.163 /per dropoff

* "Give-a-Way" and Donation may be advertised on a separate sheet with other advertisers.

We would like to begin implementation the first week of June. Contracts will run from month to month and you can opt in or out as you see necessary. All I ask is for you to give it at least a two months trial.

We would also like to reward our employees handing out these packets based on some criteria, and ask for one monthly "give-away" special from you for one of them.

I think the exposure for your business to businesses from Chicago to Elkhart would be a win-win for everyone participating. Time is of the essence.

Please let me know at your earliest convenience your thoughts on participating in this program.

Sincerely,

Brian H. McShane
President & C.E.O.
bmcshane@mcshanes.com



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Advertising Agreement

I would like to participate in the "McShane's Local Stimulus Package".

1 Please include the attached advertising piece with your drop off package. I am enclosing 4,000 pieces to be distributed to McShane's clients and prospects beginning May 1, 2009. I understand my business will pay McShane's Inc. the sum of \$300.00/month to distribute these advertising pieces.

or

2 Please print the advertising piece 7-1/2"x3-1/8". I will email artwork to McShane's for this piece in a 4-color jpeg file. McShane's will print this with two other advertisers on a 8-1/2"x11" stock paper. I understand my business will pay McShane's Inc. the sum of \$490.00/month to print and distribute this advertising message. *

or

3 Please print the advertising piece 7-1/2"x10"(on 8-1/2x11" paper). I will email artwork to McShane's for this piece in a 4 color jpeg file. McShane's will print this in full color to be distributed to McShane's clients and Prospects. I understand my business will pay McShane's Inc. the sum of \$650.00/month to print and distribute this ad.*

I also commit to providing a free "give-a-way" to one lucky winner per month and one to a McShane's employee. This value must be a minimum of \$25.00 each and will vary each month. Give-a-ways could be gift certificates, items we can deliver, or a free service.

Option

To help promote that local buying helps our local economy, I would also like to participate in advertising a donation to a local charity based on certain number of respondents to my Ad. (eg. I will donate x\$ to Lake Area United Way if 10 people respond to this ad in June & July) This will hopefully give people a little more incentive to patronize your business and respond.

I understand I will commit to this program for a minimum of two months. Artwork needs to be emailed two weeks prior to the beginning of the month of distribution.

*JPEG files to be high resolution. Emailed to kcolby@mcshanes.com

I would like to recommend: _____

Contact _____

Company

Representative

Title

Representative Signature

Date

A few of the many currently or recently
supported Local Charities by McShane's Inc.

American Cancer Society
American Heart Assoc
American Red Cross
Boy & Girls Clubs of NW Indiana
Catholic Charities
Christian Community Action
Downs Syndrome of NW Indiana
Food Bank
Hospice of the Calumet
IN-Pact
Interfaith Federation
IU Northwest Foundation
IVY Tech Foundation
Jewish Federation
Juvenile Diabetes
Kappa Delta/ Riley Hospital for Children
Kappa Kappa Kappa
Lake Area United Way
LARC
March of Dimes
Meals On Wheels
Multiple Sclerosis
Muscular Distrophy NW Indiana Chapter
Northwest Indiana Symphony
Orak Shrine
Pirates
South Shore Arts
St Jude House
Sojourner Truth House
Sunshine Kids Foundation
Tradewinds

SURVEY

Give us your feedback on receiving this McShane's "Local Stimulus Package"

Please fill out the survey below and fax to 219-924-9208 or go online to fill out the survey @ www.mcshanes.com Stimulus Package survey and you could WIN a great gift! Drawings to be held monthly!

- 1 I received this package with (circle one)
 - a. An order delivered
 - b. A service Call on my equipment
 - c. A salesperson dropped it off
 - d. Do not know, someone in the office gave it to me.

- 2 I enjoyed most getting something from the following:
 - 1 _____
 - 2 _____

- 3 It would be nice to get a discount/coupon from the below local businesses:
 - 1 _____
 - 2 _____

- 4 I would like to see the following charity be included in your local contributions:
 - 1 _____

- 5 I let other employees peruse the coupons/discounts. Y / N

- 6 Comments:
 - _____
 - _____
 - _____

Thank you for taking the time to fill out the above survey. We will use this information to improve our "Local Stimulus Package"

By sending us this survey, you have the opportunity to be included in our monthly special "Give-A-Way" valued at over \$100.00.

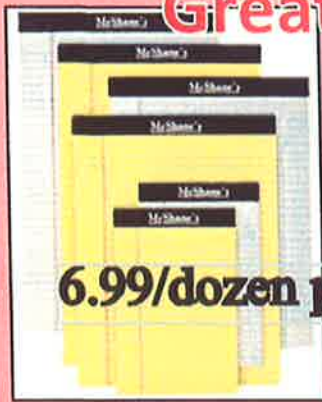
Acct#

Business Name

Your Name

Phone# we can contact you

Great buy on all Office Supplies



6.99/dozen pads

McShane's GREEN CATALOG
coming to your desk this
month!

PRODUCT OF THE MONTH:
McShane's Legal Pads, 50 SHEETS/PAD,
canary & white, 8.5x11 sheet
Item # MCS7532, MCS7533
www.mcshanes.com Valid thru 06/30/09.



Voted #1
"Best Place to Purchase
Office Equipment and
Supplies"
Northwest Indiana Business Quarterly
2004, 2005, 2006, 2007,
2008, 2009



McShane's
BUSINESS PRODUCTS & SOLUTIONS

www.mcshanes.com • (800) 837-1400
Munster, IN • Mishawaka, IN

*All promotional offers on this coupon are only valid thru 06/30/09.

Recycle with MBT

Ask about our FREE PC Recycling Service when you purchase your new
computer equipment from McShane's Business Technologies.
Call for more details! (800) 837-1400



McShane's
BUSINESS TECHNOLOGIES, INC.

www.mcshanes.com • (800) 837-1400
Munster, IN • Mishawaka, IN

*All promotional offers on this coupon are only valid thru 06/30/09



custom forms
apparel
promotional items
design

Spring into the Season

- Ready to hit the golf course?
- Promote Your Business with golf giveaways
- Call Ed Thompson @ (800) 837-1400 x336 for pricing!



McShane's
TOTAL GRAPHIC SOLUTIONS, INC.

www.mcshanes.com • (800) 837-1400
Munster, IN • Mishawaka, IN

*All promotional offers on this coupon are only valid thru 06/30/09.

