

CO-OP programs

increase exposure / reduce costs

Where to find co-advertisers

INTERNET
YELLOW PAGES
CHAMBER OF COMMERCE

The Program

PARTNERSHIPS

One of the great qualities of Handi-Handle is the two imprintable sides. You can partner up with one to five other companies depending on how much information you want on the Handle.

Plumbers, Electricians **distribution** Hardware stores
Landscapers, appraisers, pest inspectors **distribution** Realtors
Banks **distribution** supermarkets, malls,
Realtors, Mortgage comp. **distribution** Hardware stores, C stores
New to area restaurants, service comp **distribution** Hardware stores, malls and C stores

DISTRIBUTION

Distribution can be done in a variety of ways depending on what type of retail store or business you have.

- Choosing a location with high traffic flow is the best place to distribute the majority of handles.
- A Multiple store program such as C-stores might have each distribute the same number of handles.
- Service companies like plumbers and electricians can distribute handles at each house call and the balance would be distributed a host business such as hardware stores, malls or C-stores.



IN HAND PROMOTIONS THAT MAKE AN IMPRESSION

[click to see program cost sheet](#)

3 co-advertisers / Each related to the host store
Advertiser can display web site, email or phone number.

Host location/ Majority of handles would be distributed at this location because of the high traffic flow.

Promote multiple store locations
A business with multiple locations can list them all and distribute handles at each.

4 co-advertisers / Each relate to each other.
Look for companies that relate to your own.
Each advertiser would distribute equal Handles.



Painters, Electricians, Plumbers, Landscapers, Gutter companies, Carpet com, Real Estate, any new business