

# ABX Agent Smart Card Advantage Co. Catalog Advertising

**THE 2017 ADVANTAGE CATALOG**  
**MY FAVORITE THINGS**  
A Guide to Your Favorite  
Fashion, Beauty, Technology & Food  
[and even Dark Data Archiving]

**Infrared Sauna** | Adam Sandler | **Hudson Jeans** | Rebecca Minkoff | Temple St.  
Clair Amulets | Flat 600x | Bogavia Facials | New York City | The Giancarlo's Patio  
My Five Sisters | John Hardy Rings | **TW&Co Footwear** | **Grivani Wine Cellar**  
**Pure+Fresh** | High Waisted | Porta Via Cafe | Giancarlo's Chefs  
Bad Jokes | Creed | Lifetime Service  
**Grivani Dues** | Shirts | **Estée Lauder**  
Piece Ar | **The Cento Club**  
Camer | a Midnight Repair Oil  
Zvi Sh | DVF Wrap Dress  
Fred A | 'TW&Co Handbags  
Jasmin | Body Scrubs | Joseph  
Campbell | **Schelles Booties**  
**Our Custom** | Miami  
of Ohio | Vans | **Body Allen**  
World Professionals | **Onkyo** | Extra D | ABX  
Lunch in the Giancarlo's Office | tdt Design | **Grivani**  
Face Scrub | **The Magic Gift Card** | ML Black | **Walker Center**  
Gustav Klimt | Modern Luxuri Chokers | **The** | **Walker & Co**  
**The Beatles** | TW&Co Body+Beauty | Dancing with Fr | **Fashion First**  
Friday | Equipment Blouses | Piece Custom Tees | **Diptyque**  
Candles | Levi's | **Tom Ford Lipstick** | Red Roses | Whistling | Red Hot  
Paige Jeans | Amour Vert Striped Shirts | 1000 | Underclassmen  
Florence | TW&Co Jewelry | Mediterra | **Matte Lipstic**  
Flying | **Roberto Coin Bracelets** | **Advantage**  
**Mamma's Meatballs** | **This Shirt** | **Advantage**  
L'Agence Tops | Amy Winehouse | **Advantage**  
Bobbi Brown Eye Shadows | Sneaker | Alexis  
Bittar Earrings | **Bogavia** | Saturday | Tea Pot  
Baby Sam | 10&10 Shopping Days | **Advantage** | **Jackets**  
**The First Look Room** | Vince Sweater | **Advantage** | **Charms**  
**TWx App** | MacKenzie-Childs | Jole | **Mother**  
Jeans | Scotch Boots | **Rag & Bone T** | **Shopping**  
Parties | **Giancarlo's Ali Baba Pizza** | **Advantage** | **Money Evan**  
Love Necklace | Tory Burch Sandals | **Advantage** | **Business First**  
Fridays | Cento Diamonds | Tocca Perfum | **Advantage** | Carolina  
**Private Shopping Appointments** | 360 C | **Advantage** | **Petite Filet**  
Chez Ann | The Walker Center | Macaroon | **Advantage** | **Bracelets**  
Gift Giving | Live Music | La Mer Eye Conce | **Advantage** | **Caranean**  
Forrestel Jean Jacket | **Grivani Pearls** | **Advantage** | **The Moon**  
Canada Goose Parka Jacket | **TW Fashion** | **Advantage** | **Eye Boots**

Advantage Catalog Advertising

### **Sales Opportunity**

Local business all need to advertise, and they all want to be able to reach their elite clientele. The Advantage Catalog gives them that channel, they have access to those people. . The catalog is passed out to the most upscale and influential clientele in WNY, via Tony Walker, Giancarlo's and upscale events. There is no better way to reach the top of the food chain in Buffalo, companies will love to advertise in the Advantage Catalog.

The Catalog offers Advertisers 3 pages options, an advertising page, a profile page. and a donation page. The advertising page is designed for companies to build their ad. The new profile page allows business people a unique opportunity to underscore personal accomplishments or interests. The donation page allows advertisers to pay for an ad for their favorite charity.

You must buy an advertising page if you want to participate in the profile or donation page.

### **Target Customer**

Local companies whose businesses fit into the image that the Advantage portrays. It could be a single owner restaurant or a local corporation. The Advantage Catalog is the best place for any premier business in Western New York, there is not a more elite collection of companies in WNY than this catalog. Local business people can also be featured with the Advantage Catalog Profile Page.

### **Key Benefits**

- **Clientele.** Advertisers will gain access to WNY's most upscale and influential clientele.
- **Brand Association.** Advertisers will be associated with all of them most respected businesses in the area, because they will be in the catalog with them.
- **Local Benefits.** Local businesses gain access to numerous benefits including, 10% off at Tony Walker, \$2,000 in Gift Certificates, Private Corporate Shopping Night, Invite to the Catalog launch party, and more.
- **1 Year Advertisement.** The catalog has an extensive distribution plan designed for a smart, year long investment.
- **Annual Web Exposure.** Our site is designed to be a constant flow of current new and awareness helping to further promote your brand.

### **How to facilitate the sale**

Before approaching any customers you must be authorized to sell by Joe Kontrabecki . If approved he will provide you with the necessary tools and information to help facilitate this sale.

**Company.** Advantage Company

**Service.** Advantage Catalog Sales

**Primary Contact.** Sadie Newman

**Phone.**

**Email.** Sadienewman.advantage@gmail.com

**Website.** theadvantagecatalog.com

**Implemented by.** Joe Krwuz

**Cost.** Advertising page: \$3,000 or \$4,000 if we design it.

Profile Page: \$1000

Donation page: \$1,500

**Commission.** Negotiable, but expect to receive a 10% commission on the paid advertising.