

# IDEA SHOWCASE

## SPRING 2025

### What is Idea Showcase Spring?

**Idea Showcase Spring** is a catalog that allows you to promote your health-related products. It caters to safety programs, fitness events, health and wellness initiatives, as well as educational institutions, retail and venues. It provides a space for you to showcase your offerings through various ad layouts, with the option to claim ownership of a specific product category. This exclusivity helps you stand out by eliminating competition within your chosen category.

### Why is it beneficial?

The catalog offers different page layout options that can highlight your unique items or complete product line. This showcase is a valuable component of a comprehensive marketing strategy, inspiring a wide range of end-buyers and driving online sales.

### Features Included

- ▶ **CIRCULATION**  
140,000 End-Buyer Projection
- ▶ **DATES**  
Renewal: May 13, 2024  
Reservation: August 2, 2024  
Published: October 2024
- ▶ **DIMENSIONS**  
8-3/8" x 3-7/8"

### Rates

#### Full Page:

- ▶ Multi-Product: \$6,270
- ▶ Single-Product: \$2,285
- ▶ Single-Product Placement: \$950



Scan the code to view a digital version of Idea Showcase Spring!

▶ Visit [asiadvertising.com/catalogs](https://asiadvertising.com/catalogs) or contact your account representative for more information.