

2024

spectrum®

#1 CATALOG IN THE INDUSTRY

What is Spectrum?

Spectrum® is a comprehensive catalog that serves as a versatile marketing platform to showcase your diverse range of products to a substantial audience throughout the year. As the leading catalog in the promotional products industry, Spectrum offers suppliers a prime opportunity to present their products to 425,000 end-buyers with varying budget preferences. This catalog brings together a wide array of products, appealing to customers seeking different price points and product categories.

Why is it beneficial?

Spectrum provides exceptional reach, ensuring exposure to a significant number of potential customers actively searching for products. Additionally, Spectrum offers you an exclusive advantage to establish your dominance within a particular product category, effectively sidelining competition.

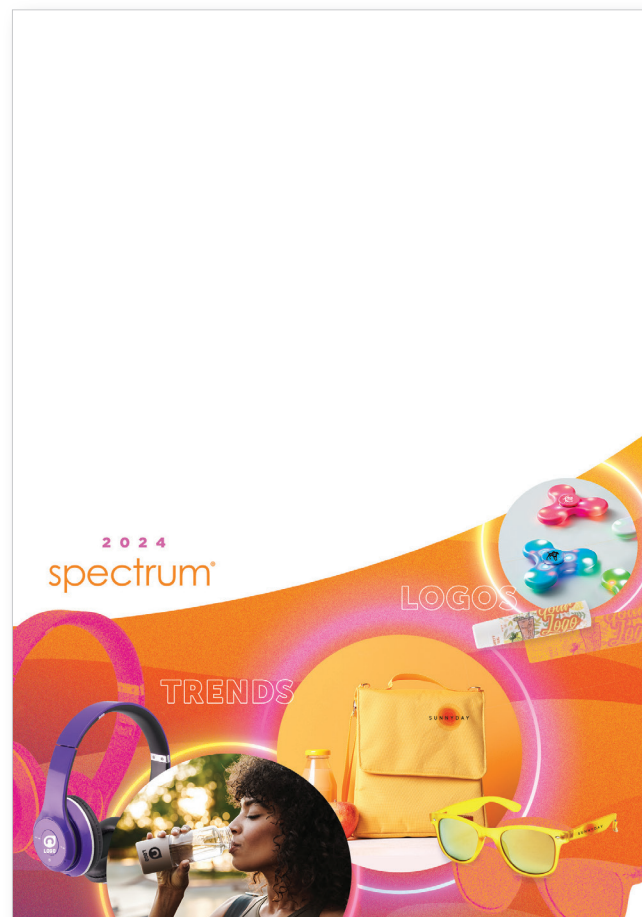
Features Included

- ▶ **CIRCULATION**
425,000 End-Buyer Projection
- ▶ **DATES**
Renewal: June 24, 2024
Reservation: September 11, 2024
Published: November 2024
- ▶ **DIMENSIONS**
5-5/16" x 8-3/8"

Rates

Full Page:

- ▶ Multi-Product: \$9,160
- ▶ Single-Product: \$3,060
- ▶ Single-Product Placement: \$1,410



Scan the code
to view a digital
version of
Spectrum!

▶ Visit asiadvertising.com/catalogs or contact your account representative for more information.