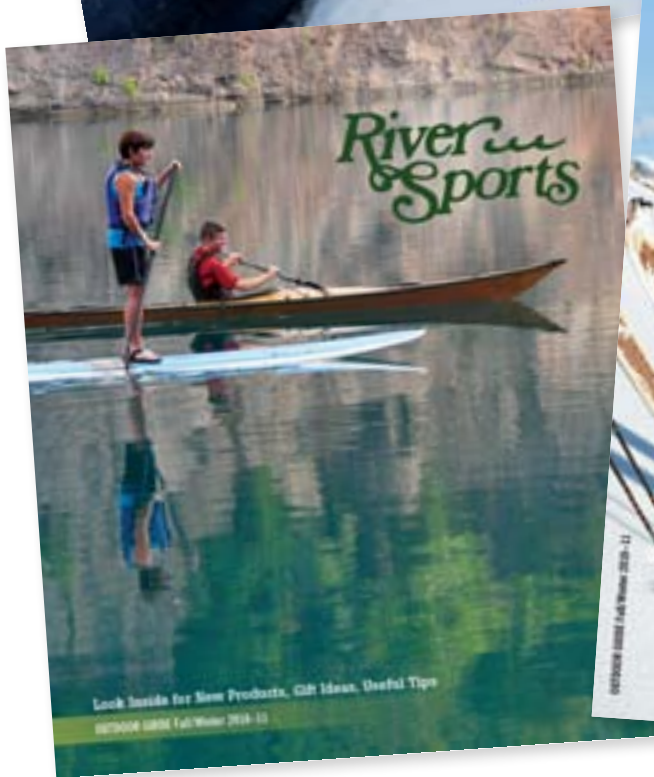


Outdoor Guide Fall 2011

Accurate and Powerful—It's Like a GPS for Marketing



Look Inside — And Learn What These Retailers Already Know

There's only one word to describe a **custom, information-packed catalog** with brilliant photography, informative product descriptions, and hundreds of reasons to buy from you... **AFFORDABLE.**



Get a Custom Fit

When we say Catalyst customizes your Outdoor Guide to your store, we mean more than "your name goes here." The cover features your logo prominently across the top. The inside and back covers are yours to tell customers why **your store is the best place to shop.** You also choose the outdoor gear and apparel lines you want to feature from a list of well-known brands. And in most cases, you can select the products to feature at no extra charge.

The Outdoor Guide positions your store as the #1 store in your market. It helps you reach thousands of outdoor enthusiasts in your area through precisely targeted direct mail. Your Outdoor Guide has **as much impact as a catalog from REI or LL Bean** — but with higher quality. And, the Outdoor Guide is designed to look as if your store published it!



Award Winning Design

Black Creek Outfitters' Spring 2006 Outdoor Guide earned a **Gold Award at the 2007 Multi-Channel Merchants catalog awards.**

Look Like a Million Bucks

The Outdoor Guide gives you high-quality advertising at a price you can afford! The cost of the Outdoor Guide is shared not only with **dozens of top retailers**, but also by the leading vendors featured in it—creating a profitable partnership for everyone. Surprising as it may seem, you can get Guides customized to your business for less than **\$1 per copy, including postage.**



Fire Up Your Troops!

Your Outdoor Guide gives your sales force a fantastic tool to initiate customer contact or to clinch the sale. Veteran Outdoor Guide retailers have found that their salespeople are genuinely excited to have the Guide to show off their store and help explain product benefits. That's your **key to add-on sales and higher profits!**

Be a Know-it-all

Your Outdoor Guide lets everybody know that your store is the authority. Your expertise is demonstrated on every page of the Outdoor Guide—and that positions you **head and shoulders above your competition.**

When Customers Know More, They Buy More

Informative product descriptions educate your customers to appreciate the value of your products and service. Useful tips inform and encourage them to visit your store. This kind of "value-added" gives your Guide a long, **three-month shelf life.**



Issue a Few Traffic Tickets.

The Outdoor Guide drives traffic to your store. It also makes sure customers arrive ready to buy. One way this happens is with coupons. When you start seeing the number of coupons redeemed, you'll know the Outdoor Guide is working. And your results can easily be measured with two key numbers... store visits and sales. The bottom line: in today's competitive retail environment, **you need to give people a reason to visit you.**



Coupons include your customer's information for increased response and easy trackability.

Barcodes allow you to track your response rate.



www.catacom.com

Participating Vendors*



*Varies based on Spring or Fall seasons

Frequently Asked Questions

Q: Will I be the only store in my area to offer the Outdoor Guide?

A: Yes. Catalyst carefully matches one business with a specific market area for the Outdoor Guide. **We're currently seeking the ideal retailer in your market.** Don't miss this opportunity to reach your customers with an advertising tool so professional that no other store in your area can match it!

Q: What about mailing to new customers?

A: We provide access to lists to help you target local outdoor enthusiasts most likely to shop you. You rent the names for a one-time use, and once consumers visit your store, you add them to your mailing list.

Available customer lists include: REI*, Outside magazine, Backpacker magazine, Orvis, and more.

*REI names not available in all markets.

Q: How much of my time will this take?

A: With our background in outdoor retail and over 20 years working with specialty retailers, we know what your busy schedule is like. That's why we create promotions that make it easier for you to achieve your goals. You provide little more than your store logo and mail list. We clean up your list, help develop your custom content, advise you on the best coupon offers, help activate your staff, provide in-store POP displays, and help you measure your return on investment.

Q: Can you help me create a very distinct look?

A: Absolutely. We provide lots of options to help you customize your Outdoor Guide and create a unique identity. Just ask us for examples.

Q: Is there a minimum print run?

A: We offer two sizes. Choose a 5,000 or 10,000 copy minimum to fit your market size and budget.

Q: What are you doing to promote eco-consciousness?

A: The Outdoor Guide reflects Catalyst's commitment to sustainability. We:

- encourage customers to nurture their local resources and shop locally.
- print on Forest Stewardship Council (FSC) certified, recycled paper.
- produce all the Outdoor Guides together to save resources and reduce waste.



Q: Do you offer an online version?

A: Yes! We offer a "web-alog" that customers can view on your website and you can send via e-mail. Ask for details or view a demo on our website.



Timeline: Fall/Winter 2011/12

Reservation Deadline: July 1, 2011

**Mail Dates: Week of October 3, 2011
or later upon request**

Contact: Greg Mears ~ gmears@catacom.com

800.444.5548 ext.117 ~ 1515 Walnut St. • Boulder CO 80302 • www.catacom.com

