



Dear BFPA Program Manufacturer,

At Baby Furniture Plus we are continuously striving to partner with our manufacturers in the industry to drive business and take our association to the next level. With that in mind we have developed a very successful "Web Catalog" to advertise your product and we are seeking participants for our 2012 catalog now. Space is limited as we only have 52 pages.

With over 5,475,000 visits to our site and the ability to link to all our participating members sites we feel this catalog is an amazing opportunity. We are committed to driving more traffic to our web site and have recently added a virtual nursery planner and video, which is increasing visits to our site dramatically. We also are currently working on upgrades that will improve our visits even more.

Included with the online catalog, each purchased page will be featured as our "Product of the Week" on the BFPA web sites home page; this means you own our home page for the week you are featured. We have a browse by category tab, along with a browse by brand listing your manufactures name with a direct link to your page and then your website. Our members also have the option to use these pages and print a hard copy catalog for their store, which we help them customize. We also feature you the same week you have our home page on our Face Book page and Tweet about you to all our followers.

The costs are \$1200 for each catalog page for one year and if you provide us with an 8.5 x 11 pdf complete and ready to go, there is a \$200 discount!

If you participated with us last year we thank you and ask for your continued participation. If you did not partake with us, please visit www.babyfurnitureplus.com and click on the browse our online catalog now icon to view what a great opportunity this is. We would certainly welcome your involvement.

If you are interested in participating please sign the attached form and fax back to us at 866-593-3620 or email back to beth@babyfurnitureplus.com. Remember, space is limited as we do only have 52 pages available since we offer a week on our home page to each participating manufacturer.

If interested simply send us your completed 8.5 x 11 pdf pages by 11/20/11 and we will do the rest. If you are unable to provide us with a pdf of your ad, you will need to send us a copy of the following:

1. **Your Company Logo**
2. **The images you would like to show-please send in jpeg or tiff format**
3. **Your verbiage for those images-please send in word or email format**

We appreciate your participation with BFPA and our member stores. Call with any questions.

Please forward your material to:
beth@babyfurnitureplus.com or mail to:
Baby Furniture Plus Association
106 Hancock Bridge Pkwy W D-15-544
Cape Coral, FL 33991 Phone: 970-984-4003 Fax 866-593-3620

Sincerely,
Beth Jarabek-Executive Director
Baby Furniture Plus Association



Please fill out the below information and fax back to 866-593-3620 to take advantage of the Baby Furniture Plus Web Catalog:

Yes, please include us in your 2012 web catalog advertising. We will be providing you with an 8.5 x 11 completed pdf page/pages by 11/20/11 for a start date on the catalog of 01/1/12. The cost of this is \$1000.00 per page. Please specify the amount of pages you are interested in here _____.

Yes, please include us in your 2012 web catalog advertising. We will need you to complete our page/pages for us, but will provide you with:

1. Company Logo
2. The images to be used-please send in jpeg or tiff format
3. The verbiage for those images-please send in word or email format

The cost of this is \$1200.00 per page. Materials are due by 11/20/11 for a start date on the catalog of 01/1/12. Please specify the amount of pages you are interested in.

No, we are not interested in participating in the Web Catalog at this time. Please keep us in mind for future marketing and advertising ideas with Baby Furniture Plus.

Please forward your material to:
beth@babyfurnitureplus.com or mail to:
Baby Furniture Plus Association
106 Hancock Bridge Pkwy W D-15-544
Cape Coral, FL 33991
Phone: 970-984-4003 Fax 866-593-3620

Manufacturer Name: _____ (Please print)

Authorized Signature: _____ Date: _____

Email Contact: _____