

Average Number of Times Item Is Used per Month

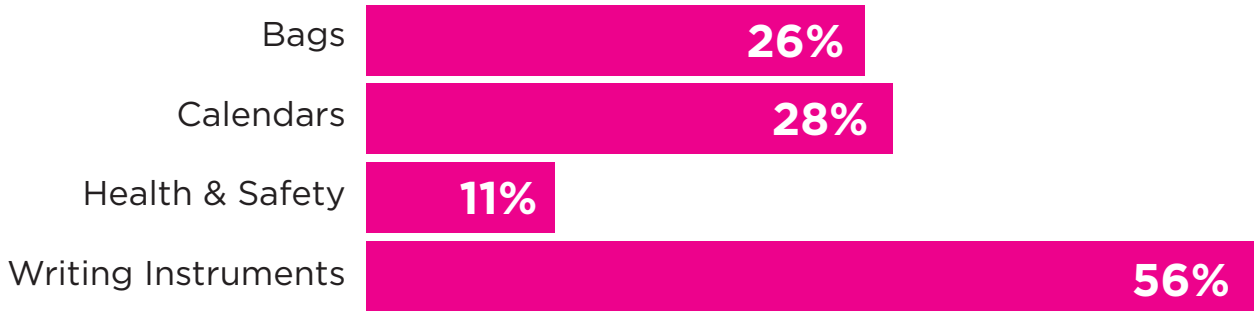
	U.S.	Canada	Great Britain	Australia
Writing Instruments	18.2	18.2	19.0	17.6

Cost per Impression by Media

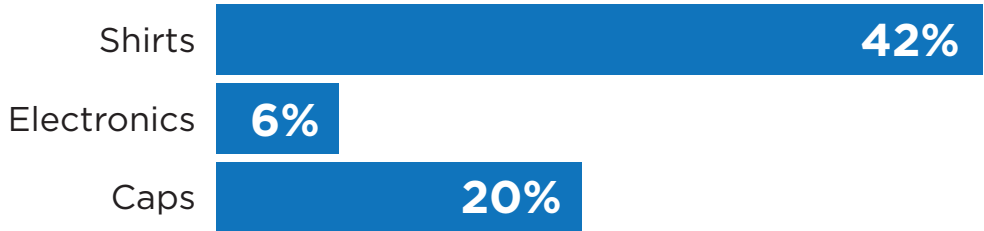
Prime Time TV	National Magazines	Spot Radio	Ad Specialties
\$0.018	\$0.045	\$0.058	\$0.005

Promotional Products by Gender

Women



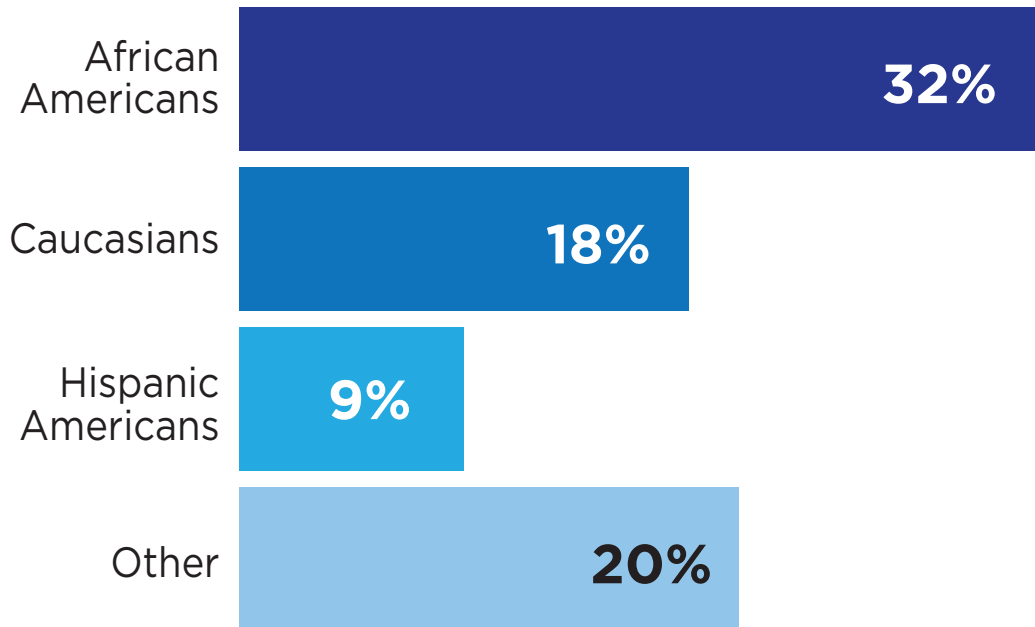
Men



Promotional Products By Age



Caps by Race



Logoed Shirts by City

