

Private Label Program

Overview

Edwards Information publishes the Edwards Disaster Recovery Directory, used by thousands of organizations of every size, industry and type to plan for, and recover from, any type of man-made or natural disaster. With 7,000 listings in over 450 categories, it's the most comprehensive directory in the market, and it's growing every day – both in terms of the listings included as well as the categories of products and services.

As successful as the directory is, Edwards Information also knows that many more companies and organizations would benefit from having the directory, but perhaps have not learned of its existence, or are not aware of how useful it really can be. As a result, we have a long history of partnering with various organizations to help increase the exposure to this important resource.

Our Private Label Program allows firms to publish a directory, under their brand and cover, and to distribute that directory as a marketing premium to their customers and prospects. This customized version of the directory allows our customers to provide a valuable resource to their business customers at a time when so much marketing and promotional activity is of no real benefit or use to the prospect or target market. As such, the directory can help a firm 'stand apart' from its peers.

Benefits of a Private Label Directory

By publishing a private label version of the directory, your firm can express in a tangible way the appreciation it has for its current customers, or can give a preview to a prospect as to the how supportive and interested your firm can be with its clients. The directory is a way to convey that your firm is there for your clients, come what may. With a long shelf life and an immediate recognition of usefulness, the directory is something that can extend your brand into the workplace of your best business clients and prospects. It's something that your market will truly appreciate and is quite economical and effective when compared to other marketing promotions and premiums. Further, the use of the directory will typically not be perceived by the client or prospect as a marketing activity on your part, but as a useful service you are providing. The directory is something every organization of any size ought to have, and use. So providing the directory to your clients can take your brand to another level in terms of the message you are delivering.

How our Private Label Program Works

Edwards Information publishes the Edwards Disaster Recovery Directory with the goal of being the most comprehensive and objective publication for our end users. As a marketing tool in the Private Label Program, the directory can take on other forms, brands and objectives.

Edwards will work with your firm to understand your branding objectives and will truly customize the directory you would like to distribute to your customers and prospects. The process works as follows:

1. Edwards will help you create the cover art and other branding which will appear in your version of the directory. The Edwards Information brand need not be apparent in any way, apart from a very small reference for copyright purposes.
2. Since the full Edwards Directory is organized by category, for your version, you can decide on the specific categories of products and services to include, or exclude, in your private label edition. Further, you can decide if there are certain companies listed who may be competitors to your organization and as such, you would prefer that they not appear in your version of the directory. In most cases, our private label customers simply select the categories they wish to exclude

from a simple checklist of categories, and our database can then be configured to include only those categories you want.

3. Edwards Information does include some advertising in the full directory, although a vendor or organization does not have to pay to be listed. For the Private Label Program, you can decide which ads you want to include in your version, if any. It's totally up to you to decide about whether to include ads or not. Further, you can include your own ads, in any position in the book. Remember, this directory is being published for you and your customers and prospects. So anything can be customized!

The Order Process and Fulfillment

Edwards can be very flexible in how your private label directory is shipped. We can ship directly to your customers and prospects using your preferred shipping method if an electronic spreadsheet of names and addresses is provided. Or, Edwards can drop ship the entire private label order to your location where it can then be distributed to the end user.

If Edwards ships the directory to the end user customer, Edwards will work with you to design and identify the packaging material and package branding to be used – another opportunity to extend your brand!

Pricing

Edwards can offer a price plan for a private label version of the directory which is very competitive with other marketing premium products (but which has a much longer shelf life and much higher perception of value than virtually any other premium being offered.)

The following pricing includes all customization work, cover design, category and vendor editing, printing, proofing, handling and shipping (to you or the end user customer). Apart from designing the cover, deciding on an ad policy and picking the categories to include, you can rely on Edwards to publish the private label version with no other active involvement or additional work for your staff. There is a 250 book minimum.

Book Volume	Book Price	Shipping/Handling Cost if sent to Customer*	Drop Ship in bulk to Client
250 – 499	\$100	Add \$10	Add \$3
500 – 749	\$90	Add \$10	Add \$3
750 – 999	\$80	Add \$10	Add \$3
1000 – 1499	\$70	Add \$9	Add \$2.50
1500 – 1999	\$60	Add \$8	Add \$2.50
2000 – 2999	\$50	Add \$7	Add \$2.50
> 3000	\$40	Add \$6	Add \$2

Pricing is stated per book

**Subject to change if the client has specific packaging or delivery methods which are different than Edwards standard practices.*

Next Steps

1. Upon receipt of an expression of interest, Edwards will work with your staff to design a cover prototype which will use the client's chosen artwork and branding.
2. Once an order is placed, Edwards can deliver the private label edition of the directory to you, or end user customers, in 60 days once decisions regarding cover design, branding, ads and categories to include/exclude in have been approved by you.