



330 W. Factory Road, Addison, IL 60101
Ph. 630 543-0501 | Fax. 630 543-1236 | email: sales@microthin.com | www.microthin.com

Mouse Ads™: Media Kit



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ADVANTAGES: ADVANTAGES

Mouse Ads™: Advantages

- Mouse Ad – 24 / 7 / 365 premium, The ultimate page break
- Advertising insert capabilities – First and only mouse pad to receive United States Postal Service approval for magazine and newspaper insert rates – no additional postal charges
- Front/Back Printing Capabilities
- Exclusive patented non slip capability
- Low profile – Blends in with your desk (.015 thickness)
- High-quality graphics – 175 line screen – 4 color process
- Light weight, less than an ounce – DM standout
- Anti-static – Does not attract dust like traditional polyester mouse pads
- Non-absorbent – Wipes clean with a soft cloth, will not absorb spills or odors like polyester pads
- Scratch resistant – Graphics are protected
- Latex Free
- Customized shapes – Pads can be die cut into any shape desired
- Apple has chosen Microthin™ the "Best of Breed" – Jeff Pine, Worldwide 3rd Party Products
- OEM using our pad – Apple, IBM, Dell, Compaq
Others – Microsoft, AOL, Micron
All have multiple orders; never one complaint



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TESTIMONIALS

Mouse Ads™: Testimonials

Some of our favorite comments about Microthin Mouse Ads...

Microthin Mouse Ads were called "Best of Breed" by Apple Computer and "the most popular premium we've ever had" by Microsoft at the Comdex '99 show in Las Vegas.

"The mouse pads which you made for us arrived when I was out of town. By the time I returned, they had already caused quite a sensation. A quantity was taken to a customer's trade show and quickly became the hottest give-away there. Internally, I have been swamped by individuals who want them for their own use (at home and in the office), and by entire departments who want to use them with their customers (which is great, since the mouse pads are pushing my imaging products.)

"Perhaps more important, the functionality and quality of the product is everything you said it would be, the graphics are terrific; and the service from Microthin was outstanding."

Ron Portland, Apple Computer

"Techies" in particular have taken to the product ~ in keeping with their early adapter proclivities ~ and readily replace their old mouse pads which in comparison are intrusive and cumbersome."

Mark K. UpDegrove, Time, Inc.

"I just wanted to let you and your staff know how well received Microthin Mouse Ads have been. Both our employees and customers love the new look and functionality of the mouse pads. The pads are unobtrusive on a desktop and the surface of the pad grips the mouse well for ease of use. No promotional giveaway in the past has created this much attention for FutureSource. Our customers have told us that these are the neatest promotional item they've ever received and it keeps our name and phone numbers in front of them at all times."

Raegon Gilson, FutureSource

"Not only was the Microthin Mouse Ad advertising campaign on target, but it was fun! The Microthin staff and management went beyond our expectations to help insure that the GMAC/Registered Representative Magazine project went off without a hitch. The market reaction and overall awareness was outstanding. Thanks Microthin."

Jeffrey Novak, Managing Director, Special Products Group, ABN AMRO, Inc.



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RATES AND CLASSIFICATION SERVICE CENTER UNITED STATES POSTAL SERVICE

February 20, 1998

Mr. Bob Conroy
Green Bak Publishing Co.
1751 W Diehl Road Suite 101
Naperville, IL 60563

Dear Mr. Conroy,

This is in response to your request for a ruling regarding the eligibility of a "desktop billboard" sample proposed for use in Periodicals publications.

Domestic Mail Manual (DMM) E211.3 states Periodicals publications must be formed of printed sheets. Sheets may be die cut or deckle-edged and may be made of paper, cellophane, foil, or other similar materials. They may not be reproduced by stencil, mimeograph, or hectograph. Reproduction by any other process is permitted.

The sample submitted for review is a paper thin .015" vinyl type piece (in the form of a computer mousepad) printed with advertising for Dell computer. The reverse side of the piece is a nonskid vinyl. A four color process offset printing process is used.

It should be noted that products that are commercially available may not be mailed at Periodicals rates. Examples include, but are not limited to; stationery (such as pads of paper or blank printed forms); cassettes; floppy disks; and merchandise. If the mousepad itself is being sold or promoted, it would be considered a product and as such would not be eligible for Periodicals rates. If the mousepad is used as an advertising vehicle allowing advertisers to showcase and promote their various services or products, it would be eligible for Periodicals rates if all other eligibility standards are met.

Based on our review, the sample "desktop billboard" is eligible for Periodicals rates when bound into a publication or constructed as a multilayer page permanently affixed (glued) to a page of the publication. If you have any further questions you may contact Karen Roberson of my staff at (630) 978-4324.

Sincerely,

Sherry L. Suggs
Manager



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Company Profile

Microthin.com has developed the technology used to produce paper thin, lightweight plastic mouse pads and holds a U.S. Patent on this process. The company has established strong ties to a variety of blue chip marketers that rely on the Internet to drive their businesses and understand the advantages of delivering frequent impressions to the highly desirable PC user.

In 2000, Microthin.com will become the leading mouse pad producer in the United States and the number one producer of plastic mouse pads worldwide. Other products in development include change mats, placemats, and coasters.

Microthin mouse pads

Say good-bye to fat, rubbery mouse pads of the past. Microthin.com offers a new way to look at mouse pad design...Thin is in!

Microthin mouse pads are plastic, just 15 mils thick, weigh less than one ounce and utilize ultra-violet inks for a brighter, bolder look. They combine the awareness building benefits of media advertising with the high impact of sales promotion and deliver frequent messages to the PC user at the "point of click."

They've been used successfully as premiums, handouts and components in direct mail packages. In addition, Microthin mouse pads are the only mouse pads authorized by the U.S. Postal Service to be used as inserts in magazines without an increase in postage.

Microthin.com clients

We've worked with hundreds of companies in a variety of business categories, from personal computers and financial services to e-commerce and software. These clients have included Microthin mouse pads as part of their marketing and communications strategies and have seen the value of delivering messages to key audiences in a compelling way.

Here are some innovative ways clients have used our mouse pads:

Apple Computers replicated their iMac colors on a translucent pad to sell in its on-line store and to hand out at major trade shows.

Merrill Lynch offered all of its account holders a Merrill Lynch Online pad as part of the enrollment process for its on-line service.

GMAC Financial Services targeted its Smart Notes to a select group of brokers by inserting a mouse ad in Registered Representative magazine.

Fatbrain.com, the on-line technical bookseller formerly known as computerliteracy.com, included Microthin pads to help launch its new name.

The Gap included a Microthin mouse pad in each on-line order for Baby Gap products.

Fidelity Investments targeted readers of Bloomberg Personal Finance magazine with a mouse pad that showcased its InstantBroker service.

Peapod, the on-line grocery delivery service, mailed a mouse pad to frequent orderers to announce a sweepstakes to build customer loyalty.



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PRODUCTS-PRODUCTION

Mouse Ads™: Production Process

Required format

Artwork must be received 3 weeks prior to scheduled print run. We accept all digital formats, Illustrator or Photoshop preferred.

For artwork containing photographs, Adobe Photoshop preferred. Tif or EPS also accepted, and must be 300 DPI at final size.

175 line screen preferred

We accept 4-color process; artwork should have crop marks to pad size, 1/8 inch bleed for any colors reaching outside perimeters.

Files are accepted on CD / DVD or e-mail if under 10Mb.

All files must have color printout supplied.

Film requirements for 4-color process

Film must be shot to 100% of finished product, have registration marks to align each color and have crop marks to pad size.

1/8 inch bleed for any color reaching the outside perimeters.

Digital creative for each color-cyan, yellow, magenta and black-4 total.

Right reading, emulsion side up.

All film/artwork must include the following

MicroThin.com trademark / patent statement. Microthin will provide by e-mail.

Other things to know

PMS colors are available.

2 sided printing available.

Please consult with Microthin on the best colors for reproduction.

Send artwork to

Production Manager | Microthin.com

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