



www.americancatalogcompany.com

Sales & Marketing Materials



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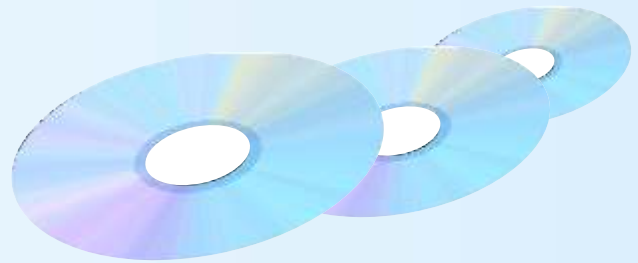


1. Catalog Business Manager

American Catalog Company has created a unique software product for catalog businesses. Let American Catalog Company help you in your business. Our complete business software package will save you time and money. Get your business on the road to success with our software package.

Some of our product highlights are:

Customer Management
Order Entry
Order Processing
Inventory Management
Purchasing
Accounting
Reporting
List Management
Web Commerce
Fully Functional Admin Section



We offer everything that you need to get your business running. Our software is modular. If you are a start up business or an established business we have the right solution for you. You can access your business anytime anywhere.



Service Plan	Standard	Professional	Premium
Set up fee	\$ 995.00	\$ 1995.00	\$ 2995.00
Monthly Fee	\$ 195.00	\$ 495.00	\$ 995.00
Disk space provided	400 MB	600 MB	700 MB
Bandwidth allocation	25 GB/ monthly	50 GB/ monthly	100 GB/ monthly
Maximum number of products in catalog	10,00	100,000	100,000
Backup and restore capabilities	Yes	Yes	Yes
E-Mail Capabilities			
Number of E-mail Accounts	250	250	250
POP/IMAP e-mail access	Yes	Yes	Yes
Spam/Virus protection	Yes	Yes	Yes
Web mail access	Yes	Yes	Yes
Site Building			
Creates product variances	Yes	Yes	Yes
Imports product data in bulk	15	15	25
Supports downloadable products	Yes	Yes	Yes
Creates multi-level product categories	Yes	Yes	Yes
Assigns products to multiple categories	Yes	Yes	Yes
Allows multiple images per product	Yes	Yes	Yes
Catalog Tools			
Creates product variances	Yes	Yes	Yes
Imports product data in bulk	Yes	Yes	Yes
Supports downloadable products	Yes	Yes	Yes
Creates multi-level product categories	Yes	Yes	Yes
Assigns products to multiple categories	Yes	Yes	Yes
Allows multiple images per product	Yes	Yes	Yes
Shopping Management			
SSL secure	Yes	Yes	Yes
Integrates with third party merchant account	Yes	Yes	Yes
Gift certificates	Yes	Yes	Yes
Confirms customer order/merchant order/shipping via e-mail	Yes	Yes	Yes
Allows multiple administrative roles	Yes	Yes	Yes
Defines order limits	Yes	Yes	Yes
Tracks inventory/hides out of stock/allows back orders	Yes	Yes	Yes

Promotions	Standard	Professional	Premium
Search Engine Add-on Available	Yes	Yes	Yes
Paid search Add-on Available	Yes	Yes	Yes
E-mail list management	Yes	Yes	Yes
Reporting			
Sales by product/referring sites/graphical reports	y/n/n	y/n/n	y/n/n
Exports to Quick Books	No	No	No
Vendor Management			
Registration for Drop Ship Vendors	No	No	Yes
Advanced Coupon Services			
One time coupons	No	Yes	Yes
Shipping Coupons	No	Yes	Yes
Detailed Coupon Options	No	Yes	Yes
Gift and Bridal Registry			
Bridal Registry	No	Yes	Yes
Occasion Reminder			
Gift Ideas for Special Occasions	No	No	Yes
RMA System Management			
Automated Return Merchandise System	No	No	Yes
Send RMA # to Customer	No	No	Yes
Update RMA #	No	No	Yes
Advanced Inventory Management			
Manage your entire Inventory	No	No	Yes
Advanced Reporting System			
PO /Accounting/Inventory/Marketing Reports	No	Yes	Yes
Product List / Source Code/ Quick View Report	No	Yes	Yes
Margin/Sales/Vendor/Coupon/Return Reports	No	Yes	Yes
Integrates with Call Centers			
Call Center Login	No	No	Yes
Up-Sale Feature	No	No	Yes
FAQ Side bar for Phone Rep	No	No	Yes

Color Matching / Size Feature	Standard	Professional	Premium
Size / Color Option with Pictures & Zoom	No	Yes	Yes
Associated Products Matching for Upselling			
Products pop up with up sale options	No	Yes	Yes
Discounts can be offered for immediate purchase	No	Yes	Yes
UPS/FedEx Integration			
Tracking #s Automatically updated to customer	No	Yes	Yes
Create labels within the system	No	Yes	Yes
Set up Internet Credit Card Services			
Set up account with Authorize.net	No	Yes	Yes
4 Deep Categories			
Set up Product Categories & Sub Categories 4 deep	No	Yes	Yes
Video Integration and Services			
Add Videos to Products	No	No	Yes
Add Videos to Information Sections	No	No	Yes
Upload Music or Voice Introduction			
Music or Voice can be added to Website	No	Yes	Yes
List Management Module			
Manage your house mailing list Email/Print	No	Yes	Yes
E-mail and HTML Specials Marketing System			
Specials can be sent to customers & prospects	Yes	Yes	Yes
Human Interaction during the Design Phase			
Up to 5 Custom Designs for your online store	Yes	Yes	Yes
Custom Upgrades available	Yes	Yes	Yes

2. Multimedia Catalog



American Catalog Company is able to produce the next generation of catalogs; multimedia catalogs. These catalogs are flash catalogs that are burned on to a CD. They are substantially cheaper to mail and provide the customer with the same catalog browsing experience. The customer will put the CD into their computer or DVD player and browse the catalog. They can click on each item for more details or a link to the vendor's website.



Prices Starting from \$10.00 per page

Please visit for www.americancatalogcompany.com more information and examples

3. Complete Turnkey Catalog Services



American Catalog Company can handle all the details of your catalog business.



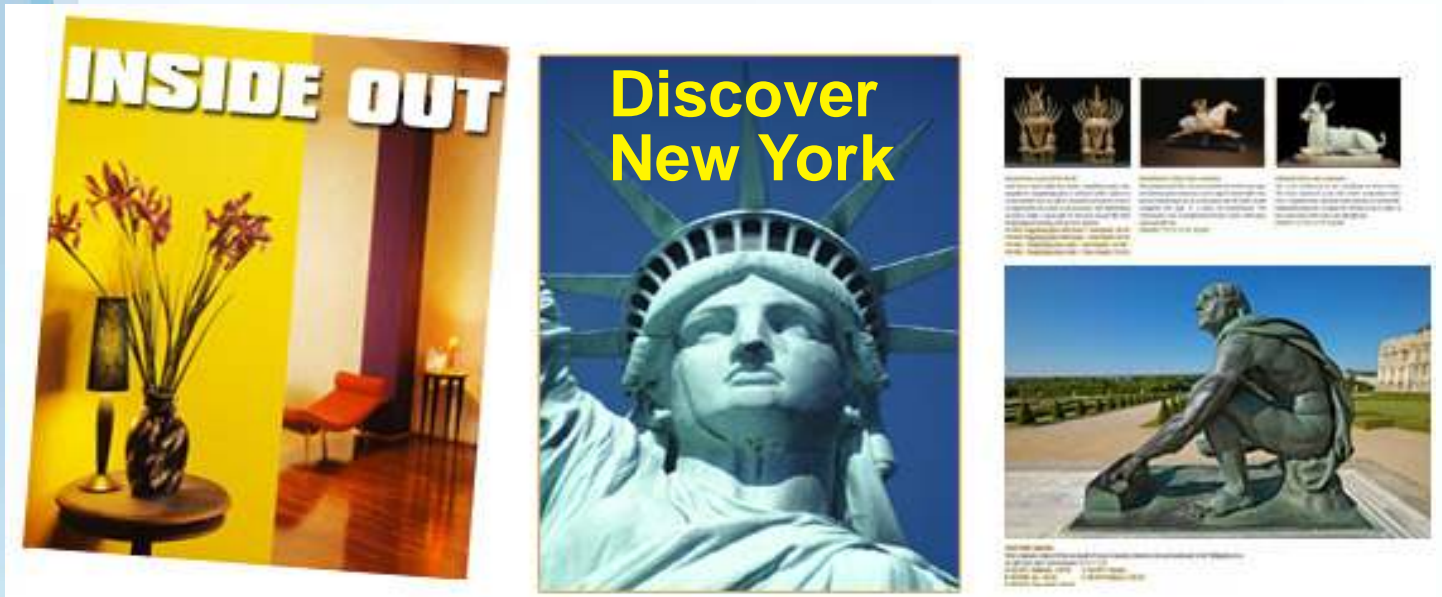
- Managing the website
- Maintaining products on the web
- Marketing
- Fulfillment
- Call center
- Product sourcing
- Print catalog/layout /design
- Mailing services
- List brokering
- Manage response on marketing initiatives
- Print services
- Copy Writing
- Website Design
- Photography

American Catalog Company can handle everything for you. We offer an entire turnkey service where we are your one stop shop for all of your commerce. Please contact us for more information on how we can help you. We can do as much or as little as you need us to do.

4. Print Catalog

American Catalog Company can handle all of your printing needs. We are your custom publishing partners. Our relationships with the top printers in the country allow you to benefit from the best possible prices. American Catalog Company will handle every detail for you.

Turnkey
 Product management
 Photography
 Design
 Pre-press
 Print management
 Distribution
 Circulation management



American Catalog Company will work closely with you to establish the type of catalog or print job that best suits your needs. We have a complete staff of experts that will make sure no detail is overlooked. American Catalog Company will provide you many benefits when you partner with us.

We can provide you with any variation of service that you need.

Services available

- ➔ Fact-checking
- ➔ Copy editing and proofreading
- ➔ Graphic Design and Print Management Design and art direction
- ➔ Photo editing, photo scanning, color corrections, and proofing on state-of-the-art equipment
- ➔ File conversions
- ➔ Direct-to-plate printing
- ➔ Press checks
- ➔ Preparation of files for client web site
- ➔ Distribution and Fulfillment
- ➔ Direct mail and list procurement Database management
- ➔ Postal regulations
- ➔ Circulation management

5. Marketing Service

Search Engine Optimization



- ➔ A SEO campaign increases your online traffic
- ➔ Within 60 to 90 days your website will have more visitors than ever!
- ➔ A strong SEO campaign yields a fast Return on Investment
- ➔ Reporting allows you to track performance

Internet Marketing



- ➔ Google Ad Words and Overture Pay per Click (PPC) campaign
- ➔ The Freedom to choose your Search Engine ad placement!
- ➔ Cost-effective benefit
- ➔ Only pay when someone clicks on the advertisements

Banner Marketing



- ➔ Banners are custom designed to fit your message and your Demographic
- ➔ Banners can be displayed on various sites
- ➔ Designed to fit in with the "look and feel" of your website

Email Marketing



- ➔ Emails are custom designed to fit your message and your Demographic.
- ➔ Designed to fit in with the "look and feel" of your websites
- ➔ Quick ROI

5. Marketing Service

Print Marketing



- ➔ Post Cards
- ➔ Catalogs
- ➔ Print Advertisements
- ➔ Brochures

6. Data Sheet

- | | |
|--|-----------------------------------|
| ➔ Catalog Business Manager Premium | \$2,995.00/\$995.00 per mo |
| ➔ Catalog Business Manager Professional | \$1,995.00/\$495.00 per mo |
| ➔ Catalog Business Manager Standard | \$995.00/\$195.00 per mo |
| ➔ Multimedia Catalog | From \$10.00 Per Page |
| ➔ Search Engine Optimization (6 Mos) | \$9,995.00 |
| ➔ Internet Marketing Campaign | \$1,495.00 |
| ➔ Email Marketing Campaign | \$1,995.00 |
| ➔ Banner Marketing Campaign | \$1,995.00 |
| ➔ Print Catalogs | Request Quote |
| ➔ Turnkey Services | Request Quote |



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