

**Domino's™**

## SOLUTIONS FOR DOMINO'S PIZZA



NEW MAGNETS



BEST SELLING MAGNETS



MAGNET MAILERS



EVERY DOOR DIRECT MAIL



EXTRAS

MAGNET MARKETING



magnetic attractions

call 800-248-6200

There's one thing Magnetic Attractions has proven in our 20 plus years of business. Our magnets and magnetic postcards are like the pepperoni pizza of local marketing - a timeless choice that remains popular regardless of changing trends and technology.

Why? Because even in today's digital age, our magnets are still really good at generating pizza orders. People still like, and find value in, a Domino's magnet on their fridge door - especially those in your delivery area without Smartphones, broadband connection or the interest to order online. Our magnets are the simple, effective and affordable way to engage with customers and keep your phone ringing with orders.

Of course, if you're thinking coupons, our magnetic postcards can deliver coupon redemption rates in the 8% - 11% range. We were the first to mail a magnetic postcard, and we're still the best at making sure your coupons wind up on the fridge door - not inside the junk drawer. Trust us with you next saturation, database or Every Door Direct Mail (EDDM) coupon campaign.

So take a look through our catalog. You'll find all the best-sellers, newest additions and important extras - all at prices that are some of the best in the industry. In fact, we've just added a new Gang Run Program that can really save you money on your next coupon promotion.

Give me a call at (800)248-6200 to discuss how Magnetic Attractions can help you attract more pizza orders - now and in the future.

Sincerely,

Bill Graham



Sales Manager



magnetic attractions

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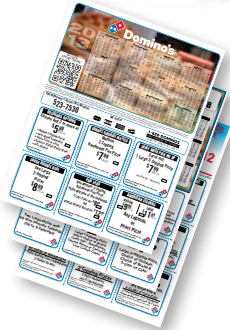
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# Pan, Hand Tossed, Thin or Brooklyn, Our New Magnet Can Deliver More Pizza Orders



ROUND TOP MAGNET						Size: 1.875" x 2.375"
QTY	1,000	2,000	3,000	4,000	5,000	10,000
Unit Price	\$.093	\$.069	\$.063	\$.059	\$.057	\$.052
Shipping is \$17 per 1,000						

See More Examples and Download Order Forms at:

www.dominosmagnets.com



New Designs For

Our Best Sellers



Did You Know?

Our magnets are 25mils thick. That's thicker than most competitors' magnets, so our magnets look better, stand up longer and hold more (while actually costing less).



BUSINESS CARD MAGNETS						Size 3.5" x 2"
QTY	1,000	2,000	3,000	4,000	5,000	10,000
Unit Price	\$0.118	\$0.094	\$0.086	\$0.083	\$0.081	\$0.079
Shipping \$22 per 1,000 Call for quantities over 10,000						



2X2 MAGNETS					Size: 2" x 2"	
QTY	1,000	2,000	3,000	4,000	5,000	10,000
Unit Price	\$0.075	\$0.060	\$0.048	\$0.046	\$0.045	\$0.043
Shipping \$17 per \$1,000 Call for quantities over 10,000						



ARCH MAGNETS						Size 3" x 1.625"
QTY	1,000	2,000	3,000	4,000	5,000	10,000
Unit Price	\$0.092	\$0.073	\$0.067	\$0.065	\$0.063	\$0.061
Shipping \$17 per \$1,000 Call for quantities over 10,000						

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www.dominosmagnets.com



# Our Shape Magnets

# Really Stand Out



QR DIAMOND MAGNET							Size: 4" x 1.5"
QTY	1,000	2,000	3,000	4,000	5,000	10,000	
Unit Price	\$0.094	\$0.075	\$0.069	\$0.067	\$0.065	\$0.063	
Shipping \$17 per 1,000. Call for quantities over 10,000							



ORDER NOW AT DOMINOS.COM  
DOWNTOWN SLC  
702 South 700 East  
801-350-3807



Domino's  
COLORADO SPRINGS  
36 Franklin Ave.  
973-667-2222



FRANKLIN BELLEVILLE  
36 Franklin Ave.  
973-667-2222



YOURTOWN  
555-123-4567  
123 Main Street

YOURTOWN  
555-123-4567  
123 Main Street

YOURTOWN  
555-123-4567  
123 Main Street

SLICE MAGNETS							Size: 2.5" x 3.375"
QTY	1,000	2,000	3,000	4,000	5,000	10,000	
Unit Price	\$0.118	\$0.094	\$0.086	\$0.083	\$0.081	\$0.079	
Shipping \$22 per 1,000 Call for quantities over 10,000							



SMART CAR MAGNET							Size 2.312" x 2.125"
QTY	1,000	2,000	3,000	4,000	5,000	10,000	
Unit Price	\$0.150	\$0.110	\$0.090	\$0.090	\$0.080	\$0.070	
Shipping is \$14 per 1,000 all for quantities over 10,000							

### Did You Know?

Surveys have shown that when ordering pizza, 42% find the phone number for their favorite delivery place from a magnet on their fridge door.



See More Examples and Download Order Forms at:

[www.dominosmagnets.com](http://www.dominosmagnets.com)

call 800-248-6200



# Calendar & Schedule Magnets

## Attract Year-Round Attention

# New Gang Run Program –

## Delivers Coupon Printing for Less

Calendars/Schedules & Gang Run Program



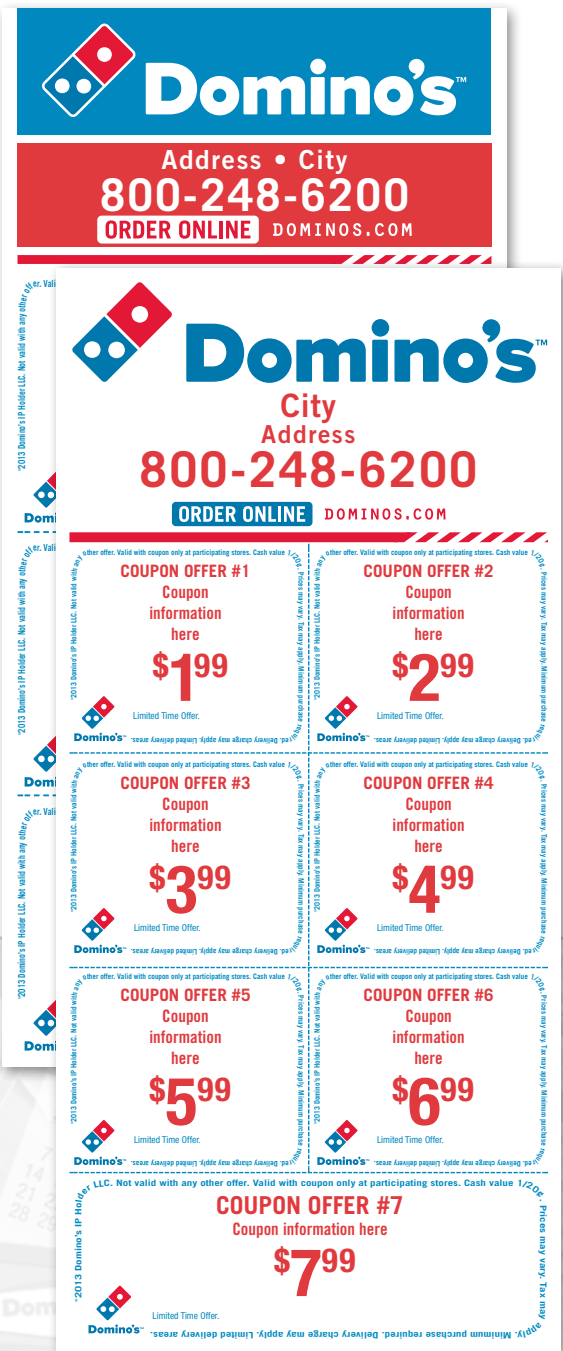
**Save 25% on Shipping**  
**Next Year's Calendar**

Order next year's calendar between 6/1/2013 – 12/22/2013 and save 25% on the shipping. Simply call (800) 248-6200 and mention Catalog13 when ordering.\*

**ma** magnetic attractions



2-Color Design | Magnet on Back | 6 or 7 Coupons Available



### Here's how you can save every month

1. Choose a 2-color 3.625" x 8" BigMag
2. Order 2,500 before the 10th of every month
3. We will ship your order by the 30th
4. You pay the 10,000 piece price – a savings of 18%

CALENDAR/SCHEDULE MAGNETS							Size 4" x 6"
QTY	500	1,000	2,000	3,000	4,000	5,000	10,000
Unit Price	\$0.350	\$0.310	\$0.300	\$0.280	\$0.270	\$0.260	\$0.240
\$20 set-up Shipping TBD day of shipping Call for quantities over 10,000							

\* 25% savings on shipping of calendar only. Order must be placed between 6/1/2013 and 12/22/2013. \*2,000 piece minimum with a maximum savings of \$1,000. Not valid with any other promotion, discount or program. Magnetic Attractions has the right to change or cancel this promotion at any time.

See More Examples and Download Order Forms at:

GANG RUN PROGRAM		Size: 3.625" x 8"
QTY	2,500 Minimum & Order by 10th of every month	
Unit Price	<del>\$0.136</del>	\$0.112
\$40 set-up Shipping \$20 per 1,000 Call for quantities over 10,000		

call 800-248-6200

www.dominosmagnets.com



# BigMag™ Mailers

## The Smart Way to Increase Coupon Redemption

When was the last time you sent out a coupon mailer to your local customers? Well, now's the time to get back into their mailbox, because even in this digital world, we still like getting mail. After all:

- 60% like getting mail from brands about new products,
- 73% welcome mail from restaurants,
- 80% said mail was effective in getting them to try or order from restaurants.

And when it comes to mail, nothing works like a BigMag™ Magnetic Postcard for delivering traffic to your door.

### What is a BigMag™ Magnetic Postcard?


- Postcard with a magnet on the back
- Full color designs
- Add your own coupons and offers
- USPS automation approved
- 4 sizes available plus Every Door Direct

ECONOMY BIGMAG MAGNETIC MAILER						Size: 3.625" x 8"
QTY	1,000	2,000	3,000	4,000	5,000	10,000
Unit Price	\$0.143	\$0.136	\$0.123	\$0.119	\$0.115	\$0.112
\$40 set-up Shipping \$20 per 1,000 Call for quantities over 10,000						

### Did You Know?

That BigMags have historically averaged an 8% - 11% coupon redemption rate.





### ORDER ONLINE

DOMINOS.COM

Edwardsville • SUE  
618-692-1515  
120 E. Vandavia St.

### 2012-2013 MEN'S BASKETBALL

DATE	OPPONENT	TIME	PROMOTION
Thu, Jan. 3	at Belmont State *	6:00 PM	
Sat, Jan. 5	at Eastern Kentucky *	7:00 PM	
Thu, Jan. 10	Jacksonville State *	7:00 PM	
Sat, Jan. 12 (H)	Tennessee Tech *	7:00 PM	
Thu, Jan. 17	at Austin Peay *	7:00 PM	
Sat, Jan. 19	at Murray State *	7:00 PM	
Thu, Jan. 24	at Southeast Missouri *	7:00 PM	
Sat, Jan. 26 (H)	UT Martin *	7:00 PM	
Thu, Feb. 2 (H)	Eastern Illinois *	7:00 PM	
Thu, Feb. 7	at Southeast Missouri *	7:00 PM	
Sat, Feb. 9	at UT Martin *	7:00 PM	
Thu, Feb. 14	Murray State *	7:00 PM	
Sat, Feb. 16 (H)	Austin Peay *	7:00 PM	
Wed, Feb. 20	Tennessee State *	7:00 PM	
Sat, Feb. 23	at ESPNU BracketBusters	TBA	
Wed, Feb. 27	at Belmont *	7:00 PM	
Sat, Mar. 2	at Eastern Illinois *	4:00 PM	
Wed, Mar. 4	OVC Tournament - First Round	TBA	
Thu, Mar. 7	OVC Tournament - Second Round	TBA	
Fri, Mar. 8	OVC Tournament - Semifinals	TBA	
Sat, Mar. 9	OVC Tournament - Finals	8:00 PM	

### Any Oven Baked Sandwich

8 To Choose From!

**\$5.00** EACH

COUPON CODE: [ ]

Expires 12/31/12

### Choose Any 2 Or More

- Stuffed Cheesy Bread
- Medium 2-Topping Pizza
- Oven Baked Sandwich

**\$5.99** EACH

COUPON CODE: [ ]

Expires 12/31/12

### Medium 1-Topping Pizza

**\$7.99** EACH

COUPON CODE: [ ]

Expires 12/31/12

### Large 1-Topping Pizza

**\$9.99** EACH

COUPON CODE: [ ]

Expires 12/31/12

### Large 2-Topping Pizza

Plus tax & delivery charge. Deep Dish extra. Expires 12/31/12.

### 8" One Topping Pizza & a 20 oz. Coke

Add chips for only 50¢. Expires 12/31/12.



### ST. CHARLES/HARVESTER

636-447-7070  
4167 N. St. Peters Pkwy.

### DELICIOUS OPTIONS

**MIX & MATCH ANY 2 OR MORE**

- STUFFED CHEESY BREAD
- MEDIUM 2-TOPPING PIZZAS
- OVEN BAKED SANDWICHES
- 8 PC WINGS OR BONELESS CHICKEN
- PASTA IN A TIN

**\$5.99** EACH

COUPON CODE: [ ]

Expires 12/31/12

### CARRYOUT SPECIAL

**ONE-TOPPING PIZZAS**

**THREE TOPPER LARGE 3-TOPPING PIZZAS**

**NEW PAN PIZZA**

**2 or More Medium Topping Pizzas**

**Large Cheese Pizza**

**LATE NIGHT Medium Cheese Pizza**

**LUNCH SPECIAL**

**NOW ACCEPTING APPLICATIONS FOR DRIVERS!**

Upload your art, follow a template or have us design something for you.



### Domino's

523-7530

QR CODE ORDER ONLINE

### DELICIOUS OPTIONS

**Any 2 or more at \$5.99**

**LARGE DOUBLE DEAL**

**DOMINO'S HOMEMADE PAN PIZZA**

**PAN PLUS**

**AMERICAN LEGENDS**

**1-888-DOMINOS**

**EARLY WEEK PICK ME UP**

**Two Large Pizzas with All Your Favorite Toppings**

**AN ORDER OF BREADSTICKS**

**2-Topping Pizzas**

**Any Bread Side**

6X8 BIGMAG MAGNETIC MAILERS						Size: 6" x 8"
QTY	1,000	2,000	3,000	4,000	5,000	10,000
Unit Price	\$0.197	\$0.157	\$0.145	\$0.141	\$0.136	\$0.132
\$40 set-up Shipping \$19 per 1,000 Call for quantities over 10,000						

LARGE BIGMAG MAGNETIC MAILERS						Size: 4.25" x 10.5"
QTY	1,000	2,000	3,000	4,000	5,000	10,000
Unit Price	\$0.197	\$0.157	\$0.145	\$0.141	\$0.136	\$0.132
\$40 set-up Shipping \$18 per 1,000 Call for quantities over 10,000						

See More Examples and Download Order Forms at:

www.dominosmagnets.com



# Multi-Mag BigMag™

## Our Smallest Box Topper, Handout or Mailer



MULTI-MAG MAGNETIC BOX TOPPER/MAILER							Size: 3.5 x 5.5
QTY		1,000	2,000	3,000	4,000	5,000	10,000
Unit Price	4/0	\$0.125	\$0.095	\$0.085	\$0.083	\$0.078	\$0.075
	4/1	\$0.128	\$0.098	\$0.088	\$0.085	\$0.081	\$0.078
	4/4	\$0.136	\$0.105	\$0.096	\$0.094	\$0.089	\$0.085
\$40 set-up Shipping \$18 per 1,000 Call for quantities over 10,000							

# Every Door Direct Mail -

## Learn What All the Buzz is About

- Q. What is Every Door Direct Mail (EDDM)?**
- A.** EDDM is a program that will allow you to send neighborhood mailings without mail lists or postal permits
- Q. Are there any size requirements for an EDDM mailing?**
- A.** Yes. To qualify for EDDM you must mail Standard Rate flat mail pieces. That means more than 11.5" long or more than 6.125" high and a per piece weight up to 3.3 ounces.
- Q. How many can I mail and what will the postage cost?**
- A.** You can send out 5,000 a day with postage of \$0.16 each. Remember, all mail must be dropped at the Post Office that serves the neighborhood you are mailing into.

- Q. Does EDDM make sense for me?**
- A.** EDDM makes sense for many of our customers. However, everyone's needs differ. Talk to one of our mailing experts to understand EDDM and make sure it's the best mailing option for you.
- Q. Can Magnetic Attractions manage my EDDM campaign?**
- A.** You bet. Magnetic Attractions will work with you to design an EDDM BigMag that meets all specifications. We'll then print and bundle so everything is ready to go to the Post Office.
- Q. Why Magnetic Attractions for my next EDDM campaign?**
- A.** Magnetic Attractions uses a flat-sized

BigMag, not the average paper postcard of our competitors. That means you get the benefits of EDDM, plus the proven benefits of a BigMag Magnetic Postcards. That's a win-win no one else can offer.



EDDM BigMag Magnetic Postcard						Size:
QTY	1,000	2,000	3,000	4,000	5,000	10,000
Unit Price	\$0.197	\$0.157	\$0.145	\$0.141	\$0.136	\$0.132
\$40 set-up Shipping \$20 per 1,000 Call for quantities over 10,000						

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# Don't Forget to Add These Extras

# Box Toppers

## The Magnet Makes Them Special

Extras/Box Toppers



CAR SIGNS		Size: 11.625" x 17.25"
QTY	1 Set	
Set Price	\$44	
2 set minimum 40 mil total thickness UV protection Waterproof Shipping \$15 per set		

Short Run Labels  
4 label sizes to choose from. Call us for quote.

SHORT RUN LABELS		Size: 2" & 3"
Label	Min. Quantity	Unit Price
2" Circle	1,000	Call for Quote
3" Circle	1,000	Call for Quote
2" Square	1,000	Call for Quote
3" Square	1,000	Call for Quote



### Did You Know?

Our Box Toppers come with a collectible magnet that can easily be peeled off. The magnet can also hold you Box Topper to the fridge door so your message stays in view, not in the trash.

magnetic attractions

BOX TOPPERS WITH MAGNET				Size: 5.25" x 11"
QTY	25,000	50,000	75,000	100,000
Unit Price	4/0 \$0.073	\$0.05	\$0.04	\$0.034
	4/4 \$0.077	\$0.056	\$0.045	\$0.037
Shipping \$17 per 1,000. Call for quantities over 10,000				

Cost of magnet and affixing not included in price

See More Examples and Download Order Forms at:





Jennifer Knapp  
General Manager



Leisa Eng  
Customer Service



Bill Graham  
National Account Manager



Monica Rivera  
Customer Service



magnetic  
attractions

Serving you for over 25 years.

ONE WHATNEY

IRVINE, CA 92618

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