

ADVERTISING AND PROMOTIONS

using
Custom Photo Jigsaw Puzzles
from
Jigsaw Novelties
www.jigsawnovelties.com

How can I use custom photo jigsaw puzzles in my Advertising and Promotions?

1. There are three main ways to utilize custom photo jigsaw puzzles. One may work for your unique situation:
 - a. Give away a small puzzle of your company of some image that you want to promote.
 - i. We suggest a 40 x 60 24 piece puzzle for this.
 - ii. Advertising text may be added to the image.
 - iii. Costs
 1. Substantial discounts are available for quantity purchases.
 2. 100+ puzzles 50% off
 3. 1000+ puzzles 70% off
 4. A 40 x 60 24 piece jigsaw puzzle would be \$7.50 each.
 - a. With the purchase of 100 puzzles, the investment would be \$750.00 for an advertising campaign reaching 100 of your actual customers.
 - b. Jigsaw Novelties will pay the shipping costs, if all puzzles are sent to one location
 - b. Give away a personalized photo jigsaw puzzle to a customer that has purchased from you.
 - i. The puzzle could be of the customer and his purchase.
 1. If a dealership, maybe the customer and his car, motorcycle, boat, RV, etc. with your dealership in the background.
 2. If a realtor, maybe the customer and their new house with your "Sold" sign in the picture.
 - ii. Whatever the image, the customer is much more likely to keep this keepsake than a non-personalized gift.
 - iii. Cost
 1. Since these are custom made one-of-a-kind jigsaw puzzles, there is no discount.
 2. However, there is virtually no investment in this advertising. You only buy one puzzle at a time.
 - c. Simply provide the customer with information on contacting Jigsaw Novelties so they may purchase a personalized custom photo jigsaw puzzle for themselves.
2. Whenever they see the puzzle and your image, they will have fond memories of their purchase. **What better advertising!**

If you are interested in utilizing the custom photo jigsaw puzzles, please contact customerservice@jigsawnovelties.com or call 205-491-2820.