

CATEGORY SPOTLIGHT OUTERWEAR

A Promo Jacket that costs \$20 will have a CPI of only

3/10
of a cent
per impression!

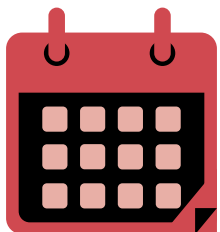
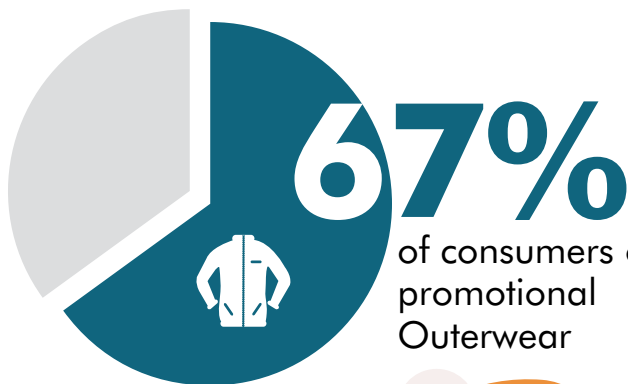


 **6,100**

Number of **impressions Promotional outerwear** will generate over their lifetime

70% of consumers keep their promo outerwear for a **year or longer**

42% of **women wear their promo outerwear** on a weekly basis



Promo Outerwear is kept an average of

16 months

