



# IslaOnline & Isla Catalog

A Newsletter For Our Suppliers

Issue # 4

August 2008

## Last Chance for Isla - Fall & Holiday 2008!

This is it! Last chance to submit new products for the next catalog. We're already preparing the pages. If you have anything you want to submit, ASAP! Call us 787-722-5188 or come in to the warehouse. Ditto for price changes!

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### Quick Links

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**Have you seen the Isla Blog?**

**Please visit from time to time...**

And if you'd like to post something there, or have us post something about you or your products, just [email me!](#) We have featured suppliers when they win awards or receive recognition - truly, any news you have is of interest for the blog.

**[Blog!](#)**

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## Catalog Vs Internet Only

### There's a Difference!

As you know, Isla makes a distinction between products in the catalog and products we sell only through our website. Though we do not ask you to contribute to the cost of advertising your product in the catalog, we must ask for a lower price to us for the articles we sell there. We need to mark your product up to what we think the market will bear in order to recoup the cost of printing and mailing the catalog. We will buy your product "for inventory" and pay net 30. Please discuss the pricing with us, if you have any concerns. We are as interested as you are in selling your product!

When we put products on our website - which we do between catalogs and for items whose appeal may not be broad enough to generate sufficient sales in the catalog - we do ask you to contribute \$10 per item for a listing in the database of products and we ask you to supply a digital image. You may also set your own prices, both to us and to the public. Normally we will ask you to provide these items on consignment. Again, if you have concerns, please discuss them with us.

## The Isla Catalog on Facebook

**Are you a fan? Become one right now! Click on the button!**



Again, I urge you to contribute to the Isla Facebook page with comments and information about your product: Post a message; Post pictures; post videos!

Consider creating your own Page! I am happy to help you! We are also advertising on Facebook and getting lots of click throughs to our website...and it isn't expensive!

Ps. We also advertise on Google...have you ever seen an Isla ad? If you do, please let me know!

## Opportunity ?

If you're on the Island you might be interested to know that the Newcomers Club of San Juan will be holding a *feria*/rummage sale in October. Tables for new products are just \$50 - no commission on sales. Tables for used item are \$25. If you're interested contact the Newcomer's Club.

Email Marketing by



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