

Betsy

From: Elizabeth Parker [betsy_islaonline@prmail.net]
Sent: Tuesday, July 29, 2008 9:51 AM
To: betsy_islaonline@prmail.net
Subject: News from IslaOnline & Isla Catalog



IslaOnline & Isla Catalog

A Newsletter For Our Suppliers

Issue # 3

July 2008

Time for Isla - Fall & Holiday 2008!

The Fall & Holiday Isla Catalog 2008 will go to the press in September and begin mailing in October. We need to see your new product samples ASAP! Emailing information is great! It's a wonderful way to screen a large offering of products. Remember that we will need physical samples for photography. Deadline for this is August 8th! This is the time to show us your Holiday items, too!

We be calling you about price changes and availability changes to the products we sell for you through THE CATALOG. Remember products sold only on the Internet can be modified at any time. Now is the time to alert us to price changes for the catalog because once we print our price, we have no choice but to honor it.

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Quick Links

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It's Back to School Time Out There!

Advertise your product on the IslaOnline.com Home Page

The first place all new visitors to our website go is the Home Page. You "ad" there could mean additional sales and exposure for you. It is

New Product Ideas

We're looking for:

Liqueur glasses for coquito, handmade jewelry items, new Christmas card designs, gift ideas (ie. combine your item with someone else's...to make a gift basket or gift set), vases and other ceramic items, larger artwork... Also think about items that will make a good "corporate" Christmas gift (packaging will be important).

"New" means we haven't carried it in Isla "ever" or "for many years."

If we asked you for a product last year, but you didn't have enough for the catalog - please look at your supply this year, and suggest it to us again.

We have very loyal customers who buy and buy, and buy, and they like to see new things!

The Isla Catalog on Facebook

How can you use it?

Isla create a "page" on Facebook. It was easy and free and we hope it will highlight all the great things we have to offer.



First, you should go see the page and become a "Fan". Then you need to tell all your friends and acquaintances about the page and ask them to become Fans.

Second, see what you can contribute...You can write a review of the Catalog, or a product; you can post a message about your products on the Isla website and in the catalog; if you have video clips, we can post those...

You might even consider creating your own Page! If you want help with that, just call me and I'll point you in the right direction. Remember, if you're in my age group, Facebook may not be your main means of communicating - but there are **millions** of Facebook users all over the world!

Other Advertising Opportunities

We currently have over 10,000 subscribers to our weekly emails. How about a special email about your product?

also a great place to test a new product that has not yet been featured in the catalog. You get 4 weeks of placement for just \$25...

[\(Read more about this\)](#)

We currently insert 3 different promotional pieces in our out-going boxes, and we're ready to send something new. I can design something for you or you can send me something you already have.

Reconsider these options [Here's a link to our original May article about the opportunities you have to advertise through us...](#)

Be sure to compare our costs to other sites - You'll see we are better than reasonable and only available to OUR suppliers.

[Forward email](#)

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Information from ESET NOD32 Antivirus, version of virus signature database 3304 (20080728)

The message was checked by ESET NOD32 Antivirus.

<http://www.eset.com>