

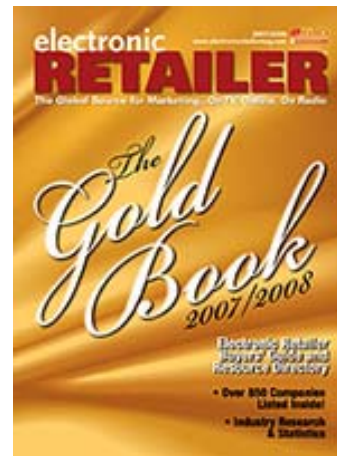
FAX THIS FORM TO:
Debbie Duhn
Fax: 541-952-0301

electronic RETAILER™

The Global Source for Marketing...On TV, Online, On Radio

THE GOLD BOOK 2008/2009 Buyer's Guide & Resource Directory

DEADLINE: April 30, 2008



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

Check one:

- Non-Members- \$160 per listing or 5 for \$640
- ERA Members – N/C for first 5 listings, 30% off extra listings and enhancements. See below listing enhancements.

Name of Company:	Alphabetize Under Letter:	
Division:		
Address:		
P.O. Box:	P.O. Box Zip	
City:	State:	Zip Code:
Phone:	Fax:	
Country:	Province:	
800 Number:		
E-mail Address:	Web Site (URL):	
Key Contact:	Title:	
Key Contact:	Title:	

ADVERTISING OPPORTUNITIES: Listing Enhancements

KOEPEL DIRECT
www.koeppeldirect.com
16300 Dallas Pkwy, Ste 210
Dallas, TX 75248
(972) 412-1212

Koeppel Direct is a world-class DRTV media buying agency which specializes in managing and buying media for some of the leading direct home and long term campaigns. Our revenues tripled in 2006 because of our ability to generate profitable results for our clients. Contact us to learn more about how we can help maximize your company's advertising budget.

CONTACT: Fran Koeppel
PHONE: 972.412.1212 ext. 100
E MAIL: fran.koeppel@koeppeldirect.com

O'Curranne TELE SERVICES
www.o-curranne.com
1700 S. 41st Street, Ste 11
Dallas, TX 75248
(972) 412-1212

Founded in 1994, O'Curranne Tele Services has led the way in the development of Web based virtual offices and remote tele sales agents. Through Inbound Dedicated Sales Offices, and advanced environments O'Curranne has enabled its customers to reach and/or exceed their sales conversion goals. Share information on how to reach us by visiting www.o-curranne.com.

CONTACT: David White
PHONE: 972.412.1212
E MAIL: david@o-curranne.com

M 100 First Contact Center
www.m100.ca
530 Bony Street
Weyburn, SK S4N 0R9
CANADA

M 100 is one of South America's premier full service direct response television advertising agency specializing in creative production, media buying, cost analysis and campaign management. M 100 has been built on a foundation of high level of service and training with our CPE and cost-per-lead technology. We are known for working with world class CPE partners such as Thawte Direct, Canada and International Direct. Please contact us for more information.

CONTACT: Rick Korman, Senior Vice President
PHONE: 416.472.0800
E MAIL: rick@firstcontactcenter.com

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- Listings.....\$160 ea.
- Enhanced Listing-colored.....\$250 ea.
- Logo.....\$180 ea.
- Unit ad ½ inch.....\$250 ea.
- Unit ad 1" column.....\$375 ea.
- Unit ad 2" column.....\$475 ea.
- PREMIER Listing ¼ -page profile \$1800

Online Gold Book Logo Link-600 yr

Visit The Gold Book Directory Online at
www.electronicretailermag.com

TOTAL DUE: _____

_____ Visa _____ MasterCard _____ AMEX _____ Exp: _____

Cardholder Name: _____ Signature _____

Company Name: _____

FAX TO: Debbie Duhn – 541-952-0301 or MAIL TO: 94608 Turnbow Lane, Junction City, OR 97448

*Please verify receipt by calling 541-952-0300

SERVICE CATEGORIES: Check ONLY categories with circles

1 Agencies

- Agency, Creative Services
- Agency, Direct Marketing
- Agency, Direct Response
- Agency, Full-Service w/Direct Div.
- Agency, Online
- Agency, Print
- Agency, Public Relations
- Agency, Radio
- Rep Firm Radio
- Rep Firm TV
- Rep, Shop Network for Product
- Talent Agent/Mgr./Broker

2 Consultants

- Consultant, Direct Marketing
- Consultant, Direct Response
- Consultant, Interactive TV
- Consultant, Online
- Consultant, Radio
- Consultant, TV

3 Distribution and Fulfillment Services

- Distributor - U.S.
- Distributor - International
- Distributor - Online
- Distributor - Retail
- Distributor - Wholesale
- Envelope Manufacturer/Distributor
- Fulfillment House
- Import/Export
- International Services
- Packaging & Design Services

4 Emerging Technologies

- Interactive TV Content
- Interactive TV Infrastructure
- Interactive TV Middleware
- Interactive TV Set-Top Mfrs
- Internet Protocol TV (IPTV)
- Mobile Marketing (Podcasting)
- Really Simple Syndication (RSS)
- Short Message Service (SMS)
- Voice Over IP (VoIP)

5 International (Conduct business in or for)

- Asia-Pacific
- Africa
- Europe
- International, other
- Latin America
- Middle East
- U.S./Hispanic

6 Marketing Services

- Backend Marketing/Consulting
- Brand Marketer
- Marketer, Blog
- Marketer, Database
- Marketer, Direct Response
- Marketer, E-mail
- Marketer, Long-Form Radio
- Marketer, Long-Form TV
- Marketer, Online
- Marketer, Short-Form Radio
- Marketer, Short-Form TV
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)

7 Media Services

- Direct Marketing Media
- Media Buyer, Long-Form Radio
- Media Buyer, Long-Form TV
- Media Buyer, Per Inquiry
- Media Buyer, Short-Form Radio
- Media Buyer, Short-Form TV
- Online Media Buying
- Radio Remnant Advertising/Media

8 Networks/Cable/Live Shop

- Affiliate Network
- Broadcast/Network/Cable Group TV
- Broadcast/Satellite Group Radio
- Digital/Satellite Provider TV
- Individual Cable Station/Channel TV
- Individual. Radio Station Sales
- Live Shopping Station/Network
- Multi-Service Operator (MSO)
- Online Broadcasting Network
- TV Station Rep Firm
- Radio Station Rep Firm

9 Online

- E-Commerce Services
- E-mail List Broker/Manager
- Interactive Holding Company
- Multichannel E-Commerce Solutions
- Online Catalogs
- Online Ad Network
- Online Auction
- Online Creative/Content
- Online Media Buying
- Online Retailer w/Brick & Mortar
- Online Personal Services
- Order Management Systems
- Pure-Play Online Retailer
- Shopping Channel Management
- Shopping Portals
- Site Search
- Web Analytics
- Web Design Firm
- Website Performance Management
- Website Testing & Monitoring

10 Product Dev. & Mfg.

- Beauty Dev.
- Electronics Dev.
- Entertainment Dev.
- General Consumer Product Dev.
- General Product Manufacturer
- General Product Sourcing
- Houseware/Hardware Dev.
- Fitness Hard Good Dev.
- Nutraceutical/Ingestible Dev.
- Pharmaceutical Dev.
- Proprietary Inventor
- Self-Improvement/Financial Services Dev.

11 Production Services

- Audio Production
- Audio/Video Edit. Post
- Audio/Video Duplication
- CD/DVD Duplication/Replication
- Casting Services
- Celebrity/Host
- Closed Captioning Services
- Creative Services/Writing
- Full-Service Firm Long-Form TV
- Full-Service Firm Short-Form TV
- Full-Service Firm Radio
- Full-Service Firm - All
- DVD Services
- Music
- Post-Production Services
- Producer, Long Form
- Producer, Short Form
- Producer, Radio
- Studio
- Testimonial
- Video/DVD, Special Interest

12 Teleservices

- 1-800 Toll-Free
- Call Center/Customer Care
- Call Recording/Call Logging/QA
- CRM/e-CRM
- Telecom Specialist
- Telemarketing, Automated/IVR
- Telemarketing, Inbound
- Telemarketing, Outbound
- Third-Party Verification

13 Additional Support Services/Miscellaneous

- Association
- Catalog Services
- Collection Services
- Computer Software for DM
- Database Development
- Database Marketing Firm
- Direct-Mail Services
- Education
- Investments
- Legal Services
- Letter Shop
- Licensing Services
- List Broker/Manager
- Mail Monitoring Services
- Membership Club, Continuity
- Packaging & Design Services
- Payment Processing
- Premium/Incentive Sales/Distr.
- Print Services
- Printer (Sheet Fed/Web)
- Quality Control
- Research Firm
- Security/Identity Theft Firm
- Union
- Venture Capital Funding/Firm