

360

three sixty
promotions

Where Consumers Keep Items

Promo products have staying power because recipients tend to hang onto them in highly visible places. Here's where each type of item is typically kept by end-users.





Cost-Per-Impression of Promo Products

Caps \$0.002	Bags \$0.002	Writing Instruments \$0.002	Calendars \$0.003	Glassware/ Ceramics \$0.004
Shirts \$0.005	Other \$0.005	Desk/Office/ Business Accessories \$0.007	Other Wearables \$0.016	Recognition Awards \$0.021
AVERAGE				\$0.004