



Introducing the New Alera Quarterly Promo Flyer

Your Name Here

Alera has grown into the furniture brand of choice for independent dealers. And to help you continue to grow your sales and profits in the private brand furniture category, we've created a new Alera Quarterly Promo Flyer debuting this July.

Developed to help you convey a low-price message to budget-conscious shoppers, the new Alera Quarterly Promo Flyer will include:

- Approximately 200 Alera items from all major product categories
- 16 full-color pages with a distinctly promotional design
- Custom imprint area (front and back)
- One aggressive consumer price level, including items up to 50% off list
- Dealer price plan support
- A special introductory sale price for Q3 and Q4 just \$0.25 per copy

Take advantage of this special offer by April 23 to ensure delivery of your third quarter Alera Quarterly Promo Flyers by June 15.



ONLY 25¢ each

ASK YOUR ACCOUNT MANAGER FOR MORE INFORMATION