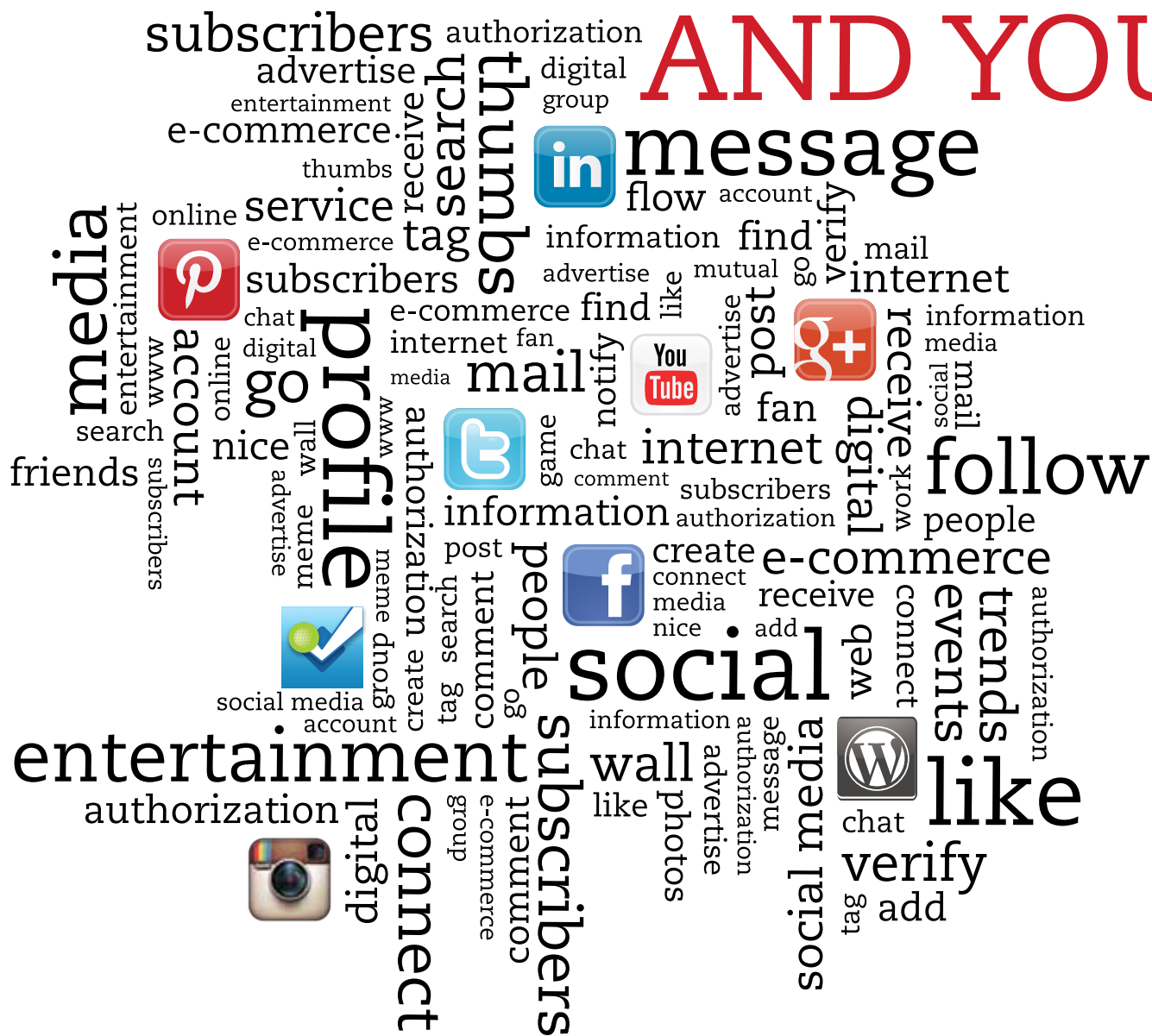


SOCIAL MEDIA AND YOU



Are you a contributor? In the listening phase? Possibly an influencer? Or does none of this make sense? Flip through to see what all the buzz is about.

EXCITING
LIMITED-TIME OFFER
ADOBE
Inside Front Cover

NEW
SKULLCANDY
HEADPHONES
1

NEW VERSIONS
THOMSON
REUTERS
7

HOT NEW PRODUCT
LIVESCRIIBE
9

Fast Facts:

100%

of universities and colleges are using some form of social media (compared to 61% in 2008)

98%

of schools use Facebook

86%

use YouTube

84%

use Twitter

20%

use Foursquare

Source: The Center for Marketing Research at the University of Massachusetts Dartmouth



Being a student never sounded so good.



Limited-Time Offer!

Buy Adobe® Creative Suite® 6 Student and Teacher Licensing and your customers get an iTunes® gift card for each qualifying unit.

Purchase 20 units (Mac® or Windows®) of Adobe CS6 Student and Teacher Licensing and get \$10 iTunes gift cards for each qualifying unit from now through November 30, 2012.*

Use the gift cards to drive traffic to your store for the holidays or during second semester rush!

*Promotion valid while supplies last. Limit of 2,500 during promotion period of October 29 - November 30, 2012. Apple is not a participant in or sponsor of this promotion.

Qualifying
Adobe CS6 STL products:

Design & Web Premium
Design Standard
Production Premium
Master Collection



Facebook has greatest impact on purchasing behavior at 47%

Last year, 68% of Americans using social networks said that none of those networks had an influence on their buying decisions. This year, only 36% said there was no influence. Now, 47% say Facebook has the greatest impact on purchasing behavior (up from 24% in 2011).

Source: Arrae. Wow button via Shutterstock.

Skullcandy Supreme Sound Navigator

NEW!



Sibling to the Aviator, the Navigator is an evolution of an already perfect concept. Featuring our custom styled drivers and highest grade materials, this on-ear piece drives the high-performance Supreme Sound you've come to expect, in an even smaller and sleeker package.



Mic 3

Volume Control
Take/make Calls
Play/pause
Track Control



Travel Bag

Stash and Store



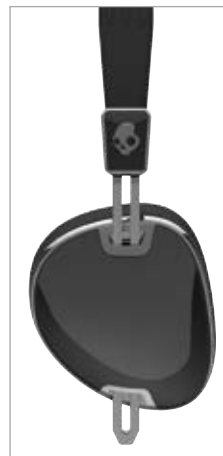
Stashable

Stash and Run
Collapsible Headphones

COLOR	DSC#	VENDOR#
White	18361	S5AVDM-074
Black	18360	S5AVDM-161
Blue/Black	18362	S5AVDM-289

SRP \$99.99

Cost \$48.47



Social Media & You

Given the nature of college students, chances are a majority of your customers are using social media of some sort. Are you an active participant in the conversation?

Social media can be a great platform to interact with customers, share information, respond to issues, and learn about what is important to your customers. Here are some best practices for making the most of your social media presence:

- » **Listen** – Make sure you are listening to what people are saying about your brand and what is going on with your industry. This will provide you with key opportunities to interact directly with your customers, respond to any concerns, and add valuable information to the conversation.
- » **Be Consistent** – In order to keep your audience engaged, it is critical to make regular, impactful posts to keep people coming back to your page and interacting with you. This is not to say post just for the sake of posting, but see if there is something you can post that is of relevance to your business and helpful to your audience. This can be anything from a statistic, cool article, new product, employee fun facts, etc.
- » **Add Value** – It is important to make sure the content you are posting is of value to your audience. Mix up your posts with photos, stats, and information that is helpful to them and their lives. This will build trust and establish you as a thought leader, not just a business trying to sell them something.
- » **Have Fun** – Social media outlets are a place for you to let your personality as a business shine. Conducting polls, or behind the scenes photos, or trivia questions is a fun way to keep people engaged and show your fun side.

Check out our social media sites on:



What is it? Facebook™ is a free social networking site where users can keep up with friends, and learn more about the people and companies they encounter.

How can I use it? You can create a “Page” to build closer relationships with your audience and customers. On your page, you can post status updates, photos, videos, games and questions to engage your audience. When you post content and have conversations, you’re building loyalty and creating opportunities to generate sales.

Source: <https://www.facebook.com/business/engage>



What is it? Twitter™ is a free information network that brings people closer to what’s important to them. Anyone can read, write and share messages of up to 140 characters at a time.

How can I use it? You can participate in conversations about your brand and industry, interact directly with your customers by responding to “tweets,” and contribute valuable information to connect your messages and your brand to what people are talking about. You can also gather market intelligence about your business, your competitors and your industry.

Source: <https://business.twitter.com/en/basics/what-is-twitter/>



What is it? YouTube™ allows billions of people to discover, watch and share originally created videos by providing a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.

How can I use it? You can post videos to YouTube and even create your own channel that people can go to and watch videos relating to your store and brand. This can be anything from commercials, product reviews, store tours, training, etc.

Source: http://www.youtube.com/t/about_youtube



What is it? WordPress™ is a popular hosted blogging tool that lets you create blogs instantly without any technical knowledge.

How can I use it? Using WordPress, you can provide your customers with valuable information to let them know what is going on with your business and industry. You can link from your website directly to your blog.

Source: <http://en.wordpress.com/about/>



What is it? Google+™ allows you to get closer to your customers by providing a space to share info about you, hold conversations, post images and videos and interact with your followers.

How can I use it? With Google+ you can selectively share breaking news, updates, promotions, links, photos, etc. with your different “circles” depending on what matters to them. You can also get recommendations on your store and products using the “+1 button” as well as measure the effectiveness of your page and learn how your followers are interacting with you.

Source: <http://googleblog.blogspot.com/2011/06/introducing-google-project-real-life.html>



What is it? LinkedIn™ is a free professional network that connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals.

How can I use it? Create a page for your organization to link together colleagues and other connections. Your page is a place members can go to stay in the loop on company news, products and services, business opportunities and job openings.

Source: <http://learn.linkedin.com/what-is-linkedin/>



What is it? Pinterest™ is a free virtual “pinboard” that lets users organize and share all the beautiful things they find on the web by “pinning” images and comments to their “boards.”

How can I use it? People “pin” things they like to look at, or to get inspiration and ideas from. You can pin images of a cool display, students showing their school spirit or other things that you find cool to build up your “pinboards” to keep people interacting with you. The best part is other people see the pins and re-pin so your brand is consistently out there and being introduced to new people.

Source: <http://pinterest.com/about/>



What is it? Instagram™ is a fast, beautiful, fun and free way to share photos. Simply snap a picture, choose a filter to transform its look and feel, then post. It's photo sharing, reinvented.

How can I use it? With Instagram, you can post photos of anything—your store, new products, events—and share that to your other social media sites to engage your customers and provide fun content for them to look at all while getting your brand out there.

Source: <http://instagram.com/>



What is it? Foursquare™ is a free app that helps people share and save the places they visit. Users can “check in” and get personalized recommendations and deals based on where they are, and where people with their tastes have been.

How can I use it? Foursquare offers you tools to help grow your business and find new customers and form deeper connections with them. You can offer specials, share what’s happening at your locations, and get real-time analytics.

Source: <https://foursquare.com/business/merchants>

Fast Fact:

22% use social networking sites several times per day

It really is a "social habit." In the past year, 12 million more Americans are using social networking many times daily as compared to previous years.

Source: Arrae. Wow button via Shutterstock.

BE A RENEGADE Join the BOOM™ Movement

The Renegade over-ear headphones bring high-quality sound, lightweight feel and durable design fit for all Renegades. Sound Inspires. Be BOOM.

Specifications:

- 40mm power drivers and break-away cord
- 20 - 20,000 Hz frequency range
- 32Ω impedance
- 30mW max input power
- 3.5mm gold-plated plug
- 1.5m cord

DSC#	Vendor#	Color	SRP	Cost
30651	LDW	Gray/Teal	\$39.99	\$20.00
14469	RGGT	Gray/White	\$39.99	\$20.00
14468	RGGW	Red/Orange	\$39.99	\$20.00
30650	RGRO	White/Green	\$39.99	\$20.00

Contact your Account Manager at 800-279-2795 to place your order today.

BOOM[™]
BORN ON ORIGINAL MOTIVES



Did you know:

- » People spent 6.7 billion combined hours on social networks in October 2011 alone
- » 82% of Internet users are on social networking sites (1.2 billion people)

Source: comScore

'Tis the Season for Bright Colors



Hardshell Case

for MacBook

Description

Hardshell Case for MacBook Air 11" Raspberry Gloss
Hardshell Case for MacBook Air 13" Red Orange
Hardshell Case for MacBook Pro 13" Aluminum Electric Yellow
Hardshell Case for MacBook Pro 13" Aluminum Raspberry Gloss
Hardshell Case for MacBook Pro 15" with Retina Display Red Orange
Hardshell Case for MacBook Pro 15" with Retina Display Electric Yellow

DSC#

17746
19891
19905
19903
19900
20127

Vendor#

CL60202
CL60208
CL60188
CL60185
CL60181
CL60183

SRP \$49.95 Cost \$24.98



Facebook Facts

- » Monthly active users now total nearly 850 million
- » 250 million photos are uploaded every day
- » 20% of all page views on the web are on Facebook
- » 425 million mobile users
- » 100 billion connections
- » The average Facebook user has 130 friends

Statistics from Facebook, Economist, Social Times, CNN

» NSPIRED LEARNING WITH THE TI-NSPIRE™ CX!



Ideal for Math, Science and Engineering classes, this calculator has touchpad navigation that works more like a laptop than a traditional calculator. Users can easily navigate between screens and functions using the intuitive, computer-style interface that includes drop-down menus and simplified cursor controls.

Benefits of the TI-Nspire CX:

- Full-color display and backlit capability, so that students are able to utilize images and overlay with graphical elements on screen
- Powered by a TI-Nspire rechargeable battery
- Ability to view multiple representations of a single problem on screen at the same time
- Users can make changes to one representation of a problem and instantly see how it affects other dynamically linked representations
- Built-in interactive geometry capabilities
- Text can be entered easily using individual (alpha) letter keys
- Create and save problem-solving steps as electronic TI-Nspire documents similar to those on a computer
- Option to link directly to another TI-Nspire or TI-Nspire CAS handheld or a computer

Unit includes: TI-Nspire Student Software for home use by students to continue and/or complete assigned work outside of the classroom.

Nspire CX Graphing Calculator

DSC# 10218

Vendor# N3/CLM/1L1

SRP \$175.00

Cost \$128.21

Call your Account Manager at 800-279-2795 today to stock up on this second semester essential.





YouTube Tidbits:

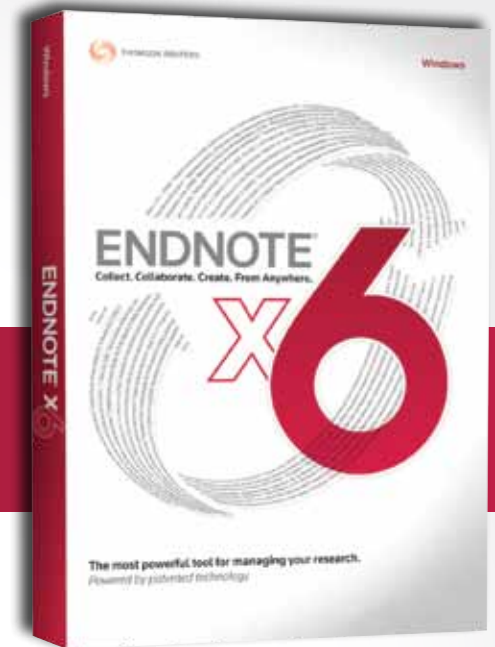
- » 3rd most visited website according to Alexa
- » 2 billion views per day
- » The average visitor spends 15 minutes per day on YouTube.
- » 44% of YouTube's users are aged between 12 and 34
- » It handles 10% of the Internet's traffic
- » Over 829,000 videos are uploaded every day
- » Average video duration is 2 minutes 46 seconds

Statistics: Alexa, Techzine and YouTube Archives

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Description	DSC#	Vendor#	SRP	Cost
EndNote X6 Student - Mac	18726	30579665	\$115.95	\$96.35
EndNote X6 Academic - Mac	18711	30582378	\$229.95	\$182.77
EndNote X6 Academic Upgrade - Mac	18725	30582377	\$109.95	\$91.37
EndNote X6 Student - Win	17304	30579673	\$115.95	\$96.35
EndNote X6 Academic - Win	17300	30582388	\$229.95	\$182.77
EndNote X6 Academic Upgrade - Win	17303	30582387	\$109.95	\$91.37

Contact your Licensing Specialist at 800-279-2795 for more information about EndNote X6.



THOMSON REUTERS



Twitter Truths

- » There are over 465 million Twitter accounts and 1 million accounts are added to Twitter every day
- » If Twitter was a country, it'd be the 12th largest in the world
- » 175 million tweets a day
- » 750 tweets per second are shared on Twitter
- » Twitter handles more search queries per month than Bing and Yahoo combined (24 billion versus 4.1 billion and 9.4 billion respectively)

Statistics from Compete, Twitter Press Centre and BNN News

Fashionable & Affordable Earbuds **SONY**

Be blown away by the scintillating sounds from these earbuds that perform even better than they look.

Create a soundtrack for the day and play it all on stylish earbuds that pack a punch. High sensitivity 9mm driver units working in perfect unison with neodymium magnets make whatever you're listening to the indisputable hotness.



DSC#	Vendor#	Color	SRP	Cost
19502	MDRE9LPBLK	Black	\$9.99	\$5.96
19509	MDRE9LPBLU	Blue	\$9.99	\$5.96
19503	MDRE9LPGRAY	Gray	\$9.99	\$5.96
19508	MDRE9LPGRN	Green	\$9.99	\$5.96
19506	MDRE9LPPNK	Pink	\$9.99	\$5.96
19505	MDRE9LPRED	Red	\$9.99	\$5.96
19510	MDRE9LPVLT	Violet	\$9.99	\$5.96
19504	MDRE9LPWHI	White	\$9.99	\$5.96



The Power of Pinterest

- » Pinterest drives more referral traffic than YouTube, Google+, and LinkedIn combined
- » Users spend an average of just fewer than 16 minutes on the site
- » Pinterest receives 1.3 million visitors per day
- » The most popular age group is 25-34 year olds, accounting for 27.4 percent of the user base
- » 97 percent of the fans of Pinterest's Facebook page are women

Statistics: Modea

Introducing the New Sky™ Wifi Smartpen

FROM LIVESCRIBE™

Smartpens Remember So You Don't Have To

Record everything a user writes and hears together or separately. Tap anywhere on notes or diagrams to replay the audio. You can even record audio with just the simple press of a button.

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Quickly search, share and replay your lectures, meetings and ideas any time on nearly any device. The Sky wifi smartpen is the perfect companion to a tablet, laptop and smartphone.

Wirelessly Transfer and Share Notes & Recordings

Automatically, recorded notes and audio are wirelessly sent and securely stored in an Evernote account. From Evernote, easily search, share and replay on nearly any device.

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¹ Actual recording time varies by audio quality setting. Don't record without permission.



Sky™ Wifi Smartpen, 2GB

2GB of memory to record 200 hours of audio and thousands of pages of notes, diagrams and drawings¹

DSC# 19853 • VENDOR# APX-00010
SRP \$169.95 • COST \$160.51

Sky™ Wifi Smartpen, 4GB

4GB of memory to record 400 hours of audio and thousands of pages of notes, diagrams and drawings¹

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Reseller's Edge | November 2012
8944.11.2012

Fast Fact:

91% of college professors engage in social media as a part of their job

<http://tunheim.com/what-we-do/education/>

Pentel Displays — The Perfect Solution for Impulse Zones



EnerGel®-X™ Recycled Retractable Roller Gel Pen Display

Display includes: (24) Black .5mm Needle Tip, (12) Red .5mm Needle Tip, (24) Blue .5mm Needle Tip, (12) Black .7mm Metal Tip, (12) Red .7mm Metal Tip, (12) Blue .7mm Metal Tip, (12) Green .7mm Metal Tip, and (12) Violet .7mm Metal Tip. 120 Ct.

DSC# 68251
Vendor# BLN1057-10
Min 1 • SRP \$228.00
Cost \$110.27



R.S.V.P.® Colors Recycled Retractable Ballpoint Pen Display

Display includes: (24) Black 1.0mm, (24) Red 1.0mm, (24) Blue 1.0mm, (12) Green 1.0mm, (12) Orange 1.0mm, (12) Pink 1.0mm, (12) Sky Blue and (24) Violet 1.0mm. 144 Ct.

DSC# 67405
Vendor# BK93CR-12
Min 1 • SRP \$180.00
Cost \$85.26



Champ® Mechanical Pencil Display

Display includes: (24) Gray barrel .5mm, (12) Rose barrel .5mm, (12) Blue barrel .5mm, (24) Violet barrel .5mm, (12) Blue barrel .7mm, (12) Orange barrel .7mm, (12) Lt. Green barrel .7mm, (12) Pink barrel .7mm and (24) Violet barrel .7mm. 144 Ct.

DSC# 68218
Vendor# AL157CH-144
Min 1 • SRP \$156.96
Cost \$75.79



Jolt™ Recycled Mechanical Pencil Display

Assorted Display includes: (12) Blue, (12) Orange, (12) Light Green, and (12) Pink in .5mm OR .7mm. 48 Ct.

DSC# 68884
Vendor# AS307-4
Min 1 • SRP \$136.80
Cost \$65.05

Pentel®