

Explore a New Way to Market to Students Through Mobile

Learn effective SMS strategies and facts!

IFC

Livescribe now compatible with Android!

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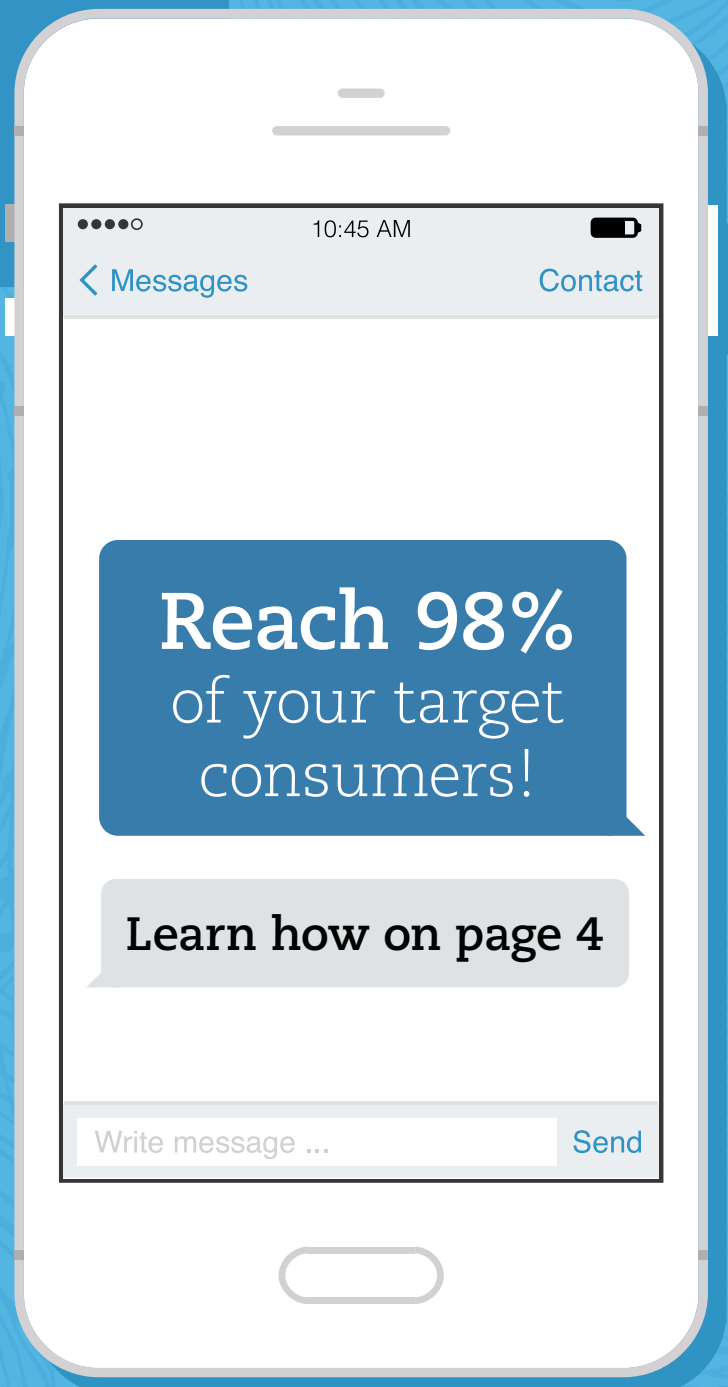
Protect what matters most with the new backpacks from Incase

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Go wireless with Yurbuds—the leader in sport-headphones

Page 8

In-demand floor displays for BTS from Texas Instruments





75% of college students use their phone during idle time at work or school (during breaks, lunch, classes, etc.). Text students during their down periods, before classes begin, and during meal times to have the most viewership of your SMS texts—remember to only text during business hours.

Source: Ed Tech Magazine



Turn Your Words Into Action

With the Livescribe 3 smartpen and the Livescribe+ mobile app, users can simply write on paper and watch it instantly appear on their tablet or smartphone. Notes become more useful when they are tagged, organized, searchable and converted to text. Users can create tasks, reminders, calendar events, new contacts and more, right from their notes. They can use the mic on a tablet or smartphone to add recorded audio that's synced with their handwriting so they can be sure they'll never miss a word. They can quickly share notes and ideas with friends and colleagues. Get more done in less time—all with just a few quick taps of a finger.

DSC# 39192 | Vendor# APX-00016 | Min 1 | SRP \$149.95 | Cost \$124.96

Beta Now Available





While College students do talk on the phone, **81% of students** text message frequently. Texting students is a low-cost way to advertise new specials, coupons or products in your store.

Source: Ed Tech Magazine



Adonit, Always Ready to Go

Jot Mini Stylus



Take notes, sketch, and navigate with the precision of the Jot Mini Stylus no screen is too small. This stylus has a mobile clip, a precision disc, and is compatible with capacitive touch screens.

Black | DSC# 66574 | Vendor# ADJM2B
Silver | DSC# 66575 | Vendor# ADJM2S
Gold | DSC# 69887 | Vendor# ADJM2G
SRP \$19.99 | Cost \$12.44

Jot Pro Stylus



Expect nothing but accuracy from the Jot Pro Stylus. This stylus is compatible with all capacitive touch screens, has a precision disc, and a mobile clip!

Black | DSC# 66576 | Vendor# ADJP3B
Silver | DSC# 66577 | Vendor# ADJP3S
Gold | DSC# 69888 | Vendor# ADJP3G
SRP \$29.99 | Cost \$18.66



Share Music Wherever You Go iLuv's Aud Mini™ Portable Bluetooth® Speaker

iLuv Ultra Slim Aud Mini Bluetooth Speaker

Share music everywhere with the slim Aud Mini. Designed for maximum portability, the Aud Mini is the same size as the iPhone® 5s and fits easily in a pocket. Although pocket-sized, the Aud Mini delivers big, full-range sound that will surprise and delight everyone. Pair mobile devices wirelessly via Bluetooth and enjoy music out loud.



| Color | DSC# | Vendor# |
|--------|-------|-----------|
| Black | 68405 | AUDMINIBK |
| Blue | 68411 | AUDMINIBU |
| Pink | 68412 | AUDMINIPN |
| White | 68414 | AUDMINIWH |
| Yellow | 68451 | AUDMINIYW |

SRP \$14.99
Cost \$9.99





SMS messages have an average open rate of 90% and an average click-through rate (CTR) for URLs of 19%!

With this amount of exposure, keeping your message concise will get you far.

Source: Social Media Today; 60 Second Marketer

New Products!

Backpack 101—Incase Slim and Modern Designs



Incase Staple Backpack

Slim, modern, and simple. Fitting up to a 15-inch MacBook Pro®, customers can protect the things they value most in this Incase Staple backpack. The adjustable padded shoulder straps will keep users comfortable for long term wear.

| Color | DSC# | Vendor# | Min | SRP | Cost |
|------------|-------|---------|-----|---------|---------|
| Red/Black | 68583 | CL55547 | 1 | \$59.95 | \$30.74 |
| Camo/Black | 68584 | CL55563 | 1 | \$59.95 | \$30.74 |

Incase Cargo Backpack

Users can protect, carry, and organize their school essentials with this durable yet lightweight backpack. This reliable backpack features a large media pocket with a cable port, a mesh cargo bucket, a back-panel security pocket and padded shoulder straps with a sternum strap.

**DSC# 68582 | Vendor# CL55547 | Min 1
SRP \$79.95 | Cost \$41.00**





When using SMS messaging **clearly communicate** what your subscribers can expect. Make your subscribers aware of what kinds of text messaging they will be receiving (coupons, new products, sales) and how often these messages will be sent.

Source: Inc.com

Versatility at its Best

Unique Tablet Covers from Moshi



iPad Air 2



iPad mini

Moshi VersaCover iPad® Case

Inspired by origami, this VersaCover iPad case doubles as a folding stand. The soft microfiber cover and polycarbonate shell acts as a buffer while users are on the go. Type, read, browse, or watch with the VersaCover's three convenient viewing angles.

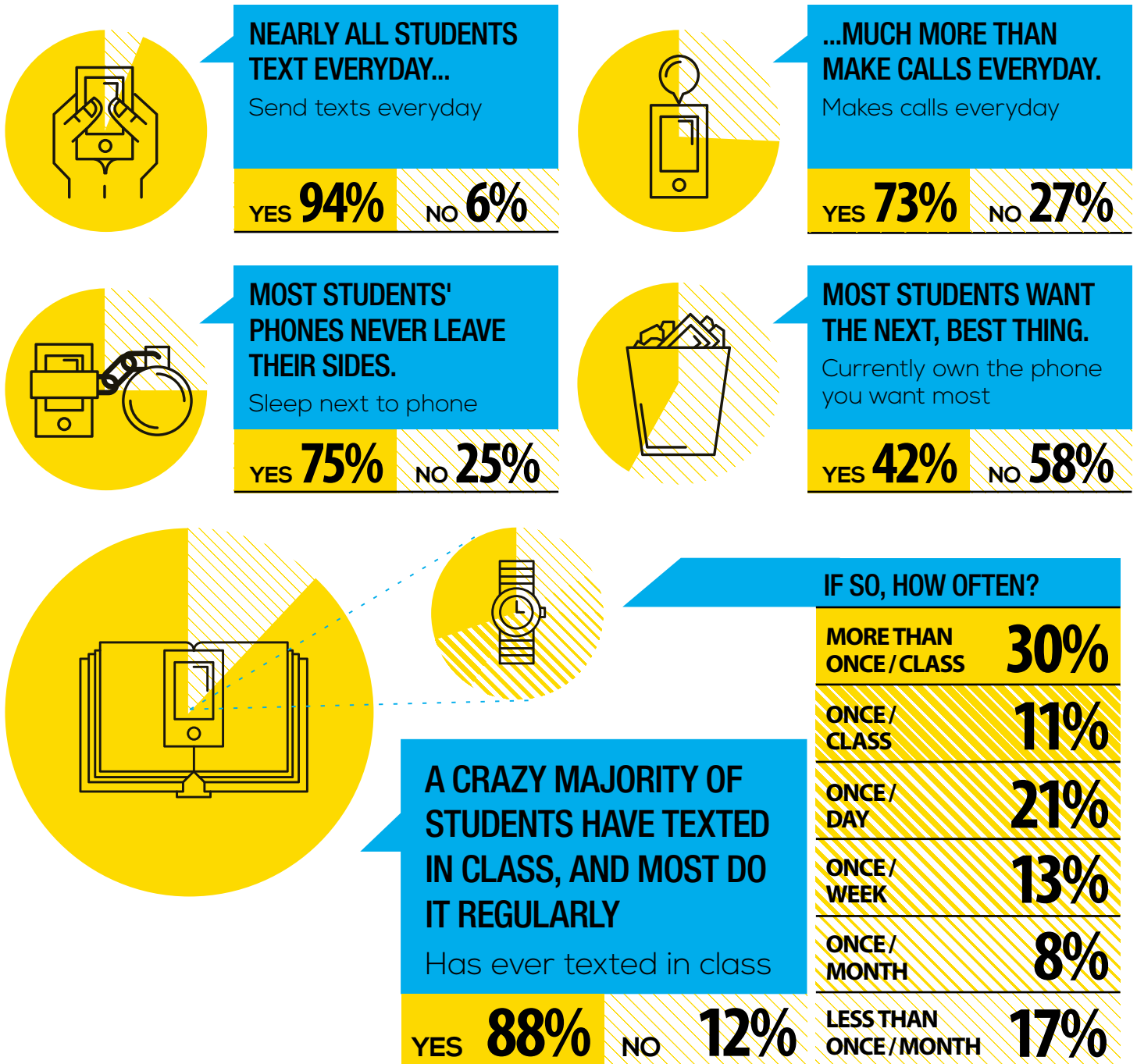
| Description | DSC# | Vendor# | SRP | Cost |
|----------------------|-------|------------|---------|---------|
| Gray for iPad Air® 2 | 68575 | 99MO056909 | \$60.00 | \$31.88 |
| Black for iPad Air 2 | 68576 | 99MO056907 | \$60.00 | \$31.88 |
| Gray for iPad mini™ | 39395 | 99MO064702 | \$50.00 | \$26.51 |
| Green for iPad mini | 39396 | 99MO064602 | \$50.00 | \$26.51 |
| Blue for iPad mini | 39397 | 99MO064522 | \$50.00 | \$26.51 |
| Pink for iPad mini | 39398 | 99MO064302 | \$50.00 | \$26.51 |

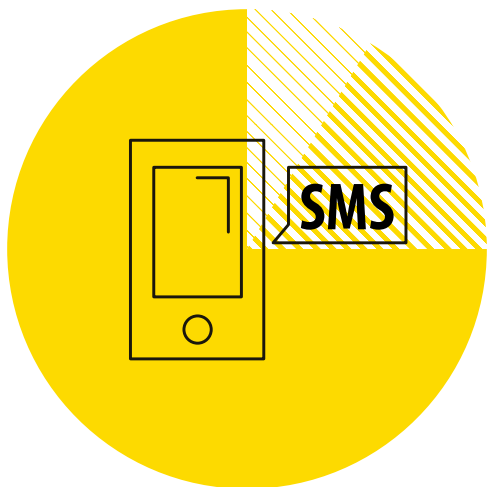


GENERATION MOBILE

CONNECTING WITH STUDENTS THROUGH SMS MESSAGING

In the last few years, mobile phones have transitioned into a requisite tool for everyday survival, especially amongst college students. As many businesses already know, creating mobile-friendly emails and websites is crucial for advertising to this demographic. SMS messaging is a frontrunner in mobile advertising and yet underutilized. Not only is it the preferred method of communication for students but it is also an extremely effective marketing tactic. See for yourself:



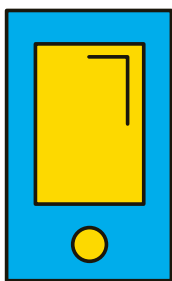


75% OF PEOPLE PREFER RECEIVING ADS VIA SMS.

SMS is the most effective marketing medium for sparking consumer action.

15% OF PEOPLE PREFER RECEIVING ADS VIA MOBILE INTERNET.

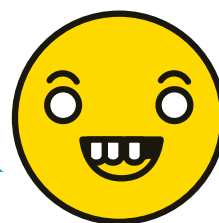
10% OF PEOPLE PREFER RECEIVING ADS VIA MOBILE APPS.



SMS COUPONS ARE **10 TIMES** MORE LIKELY TO BE REDEEMED AND SHARED THAN MAIL OR NEWSPAPER COUPONS.



22% OF MOBILE COUPONS ARE SHARED WITH AT LEAST ONE FRIEND.



Gathering mobile information may seem tricky but there are simple ways to incorporate it into everyday business practices. Add opt-in fields to your company's website, offer unique incentives or services as a sign-up bonus, or simply offer to gather student info during the in-store checkout process. When creating your SMS text ads, always be sure to include a call to action in your campaigns that creates a sense of urgency to drive that in store traffic. Finally, remember to send messages during high traffic times, use keywords and keep messages short. Retail businesses that employ text marketing use it as both an inexpensive yet highly effective means of marketing to customers. College stores can use this tactic as a vital way to stay connected and stay relevant with their students in today's exceptionally mobile world!

Sources: SlickText.com; HackCollege.com



Creating a “limited time” text message such as “get 20% off your next visit—claim within the next 24 hours” will give students a sense of urgency. Including a deadline causes students to feel like they should act now and not miss out on special offers.

Source: Social Media Today

Set Your Workout Free! The Perfectly Fitted Wireless Earbud



Yurbuds Leap 100 Bluetooth Earbud Headphones

Yurbuds LEAP Wireless in-the-ear earphones offers signature sweat-proof and comfortable sport earphones. With exceptional sound performance, a microphone with easy one-touch audio control, and 6+ hours of music and call time with audible and visible battery alerts, these earphones will go everywhere.

DSC# 59486
Vendor# YBIMLEAP01BLKAM
SRP \$99.99 | Cost \$60.24

Yurbuds Women's Series Leap 100 Bluetooth Earbud Headphones

Earphones ergonomically made for a more secure fit, LEAP Wireless For Women in-the-ear earphones offer 6+ hours of music and call time, visual and audible battery alerts and easy audio control, all without wires to get in the way.

DSC# 59596
Vendor# YBWNLEAP01ANWAM
SRP \$99.99 | Cost \$60.24

Yurbuds Liberty 100 Bluetooth Earbud Headphones

Users move on their own terms with Yurbuds Liberty Wireless behind-the-ear earphones featuring exceptional sound performance, a microphone with easy one-touch audio control, and 6+ hours of music and call time with audible and visible battery alerts. Enjoy the signature sweat-proof, comfortable fit of these sport earphones!

DSC# 59489
Vendor# YBIMLIBE01BLKAM
SRP \$99.99 | Cost \$60.24





Get permission! You must have permission from subscribers in order to send them text messages. Have written consent by asking students for their number during the check out process. If you already have a database of numbers, give the option of opting-in.

Source: Inc.com



PKG Dri Collection Stuff Sleeve

The LS01 is a remake of our classic ultra-portable STUFF sleeve. It features our DRI waterproof and breathable exterior, a custom interior lining, 2 large zippered outer pockets for digital devices, pens, keys, etc., a high density padded main compartment big enough for a tablet, netbook or laptop and extra papers, and an integrated handle for easy carrying.

| Color | DSC# | Vendor# | Min | SRP | Cost |
|-----------------|-------|----------------------|-----|---------|---------|
| Blue 13in | 59151 | PKG LS01-13-DRI-BLU | 4 | \$50.00 | \$25.64 |
| Dark Gray 13in | 59154 | PKG LS01-13-DRI-DGRY | 4 | \$50.00 | \$25.64 |
| Green 13in | 59158 | PKG LS01-13-DRI-GRN | 4 | \$50.00 | \$25.64 |
| Light Gray 13in | 59159 | PKG LS01-13-DRI-LGRY | 4 | \$50.00 | \$25.64 |
| Plaid 13in | 59184 | PKG LS01-13-DRI-PLBL | 4 | \$50.00 | \$25.64 |
| Black 13in | 68557 | PKG LS01-13-DRI-BLK | 4 | \$50.00 | \$25.64 |
| Light Gray 15in | 68558 | PKG LS01-15-DRI-LGRY | 4 | \$50.00 | \$25.64 |
| Black 15in | 68559 | PKG LS01-15-DRI-BLK | 4 | \$50.00 | \$25.64 |

Mean, Green, & Ready to Clean



Juce Apple Scented Screen & Device Cleaner Cloths

This pack includes 2 Juce Cleaning Cloths, the recommended cloth for use with Juce Screen and Device Cleaner. Washable and reusable, these soft cloths will help keep devices smudge free.

DSC# 17220 | Vendor# AJ-SGL-CHM
SRP \$7.99 | Cost \$4.10



Juce Apple Scented Screen & Device Cleaner Kit

The ultimate Juce kit! The Screen Cleaner kit includes our 2oz Travel Pump for your devices on the go, and 8oz Pump for home or office, and 2 Juce Cleaning Cloths.

| Size | DSC# | Vendor# | SRP | Cost |
|------|-------|------------|---------|---------|
| 8oz | 71551 | JM-CL-K8OZ | \$24.99 | \$12.12 |
| 2oz | 66855 | JM-CL-K2OZ | \$12.99 | \$6.67 |



Juce Apple Scented Screen & Device Cleaner Pump

The 8oz Juce Pump is the perfect screen and device cleaning solution for the home or office. This larger bottle will make sure that there is plenty of Juce when needed.

| Size | DSC# | Vendor# | SRP | Cost |
|------|-------|------------|---------|--------|
| 8oz | 71550 | JM-SGL-8OZ | \$12.99 | \$6.35 |
| 2oz | 71549 | JM-SGL-2OZ | \$7.99 | \$4.10 |



Urban Intelligence Sleek Collins Collection Sleeves



Brenthaven Collins Sleeve

The Collins Sleeve is custom fitted, ultra padded, and perfect for slipping inside of a larger bag while on the go. Fits MacBook Air®/Retina®/Pro® 11in/13in/15in.

| Color | Size | DSC# | Vendor# |
|-----------------|------|-------|---------|
| Indigo Chambray | 11in | 41898 | 1912 |
| Indigo Chambray | 13in | 41897 | 1913 |
| Indigo Chambray | 15in | 41896 | 1914 |
| Charcoal | 11in | 41908 | 1934 |
| Charcoal | 13in | 41909 | 1935 |
| Charcoal | 15in | 41910 | 1936 |

SRP \$39.95
Cost \$24.07



Over 89% of people said that if they were offered an incentive such as a coupon or discount from a retailer they would opt in for text messaging.

Source: SocialMediaDelivered.com

Back-to-School Floor Displays Perfect for Fall Rush!



TI 2015 College Bookstore Scientific Calculator Floor Display

Display includes:

- » (12) 30XA Battery Scientific Calculator
- » (18) 30XIIS Scientific Calculator 2 Line Display
- » (6) 30XIIS Scientific Calculator Pink
- » (6) 36XPRO Professional Scientific Calculator
- » (9) 30XSMV Multi-view Scientific Calculator
- » (4) BA II Plus Financial Calculator

DSC# 10031 | Vendor# SP/1MOD/CBS/SCI4/F
SRP \$1,122.00 | Cost \$638.82

TI 2014 College Bookstore Graphing Calculator Floor Display

Display includes:

- » (15) 84 Plus Graphing Calculator
- » (9) 84 Plus CE Graphing Calculator

DSC# 10035 | Vendor# SP/1MOD/CBS/GRA7/F
SRP \$3,960.00 | Cost \$2,534.00





90% of people in SMS loyalty programs feel they have gained value from it. Students are loyal to stores that they feel are loyal to them. Creating an SMS loyalty program will keep your students coming back year after year.

Source: Hipcricket



Adobe Creative Cloud Photography plan

The world's best photography tools for an incredible price.



Students and Faculty get the most comprehensive photography solution at an incredible price. Photoshop CC and Lightroom are as essential to photography as the camera and lens, giving users the tools to organize, edit, enhance, and share images on their desktop or mobile device—anytime, anywhere. Master new skills with an extensive library of how-to videos, and always have access to the latest imaging innovations from Adobe.



Includes full versions of Lightroom CC and Photoshop CC!

Lightroom DESKTOP, MOBILE, WEB

Lightroom makes everything about digital photography easier, faster, and more amazing—even on an iPad® and iPhone®. It's the go-to app for organizing, enhancing, and sharing images, every day.

Top features:

- Lightroom is your customer's home base for all photos, whether they're from an iPhone, point-and-shoot camera, or DSLR.
- No matter how many edits are made, users can always revert back to their original image with just a click. Organize and edit photos on the desktop or mobile device.
- Changes sync automatically.
- Easily import photos from Photoshop Elements into Lightroom.

Photoshop CC

Photoshop gives users a complete set of professional tools for retouching, compositing, and editing down to the pixel level. It's the app for transforming images into anything imaginable.

Top features:

- Make something amazing with the world's most powerful creative imaging app.
- Combine multiple images or change the perspective of a shot to create something entirely new.
- Sharpen skills and master new techniques with a library of easy-to-follow tutorials personalized for every level of learner.
- Edit on an iPad using Photoshop Mix, a free mobile app that lets users combine and cut out images, apply different looks, and more. Then take the work further in Photoshop on the desktop.

Now available to students and teachers at only \$119.88 for 12-months.

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

0318.05.2015

THE SKULLCANDY HOOK UP



EXTREME SOUND,
CLASSIC DESIGN



Comfort and sound are the fundamentals of Grind headphones. The plush foam ear pads combined with unmatched sound leaves students and faculty alike wearing these headphones all day long. Users can control their music and calls with one easy button. Just tap and go with the Grind headphones.

Features:

- + Unmatched, extremely smooth sound with powerful bass
- + Crown comfort inserts
- + Foam ear pillows for all day comfort
- + Tap Technology, control music with one button
- + Available in a variety of iconic colors

| Color | DSC# | Vendor# |
|-------------------|-------|------------|
| Black | 67134 | S5GRHT-448 |
| Scout Camo | 67135 | S5GRHT-492 |
| Explore | 67136 | S5GRHT-467 |
| Americana | 67165 | S5GRHT-470 |
| Ill Famed Purple | 67167 | S5GRHT-468 |
| Ill Famed Royal | 67168 | S5GRHT-454 |
| White/Black | 67169 | S5GRHT-472 |
| Against the Grain | 67170 | S5GRHT-471 |
| Stripes | 67171 | S5GRHT-469 |
| Locals Only | 67172 | S5GRHT-466 |

Min 1 | SRP \$59.99 | Cost \$32.00

