



2J SUPPLY
HVAC DISTRIBUTORS

Let Us Help You Grow Your Business

2J SUPPLY MARKETING SERVICE PROGRAM

We offer a wide array of
marketing services to our dealers
to get keep your phone ringing
and your crew busy.



Let us help you promote your business and the products you install.

Our marketing and design professionals will help you market any product you purchase from 2J Supply. Our services are based on your equipment sales level shown in the chart to the right.

If you aren't a dealer but purchase over \$100,000 in parts and pieces ask your Territory Manager what we can do for you.

* Sales based on prior year. If dealer reaches amount YTD that will also be accepted.

EQUIPMENT SALES	MARKETING SERVICE
\$0 - \$50,000	Business Cards
	Yard Signs & Banners
	Equipment Stickers
	Magnets
\$50,000 - \$100,000	Business Cards
	Yard Signs & Banners
	Equipment Stickers
	Magnets
	Vehicle Decals
	Folders
	2-Part Forms
	Flyers
	Door Hangers
	Website Analysis Report
Website	
\$100,00+	Business Cards
	Yard Signs & Banners
	Equipment Stickers
	Magnets
	Vehicle Decals
	Folders
	2-Part Forms
	Flyers
	Door Hangers
	Website Analysis Report
	Website
	Brochures
	Mailings
Logo Design	
New Dealers	Business Cards
	Yard Signs & Banners
	Equipment Stickers
	Magnets
	Vehicle Decals
	Folders
	2-Part Forms
	Flyers
	Door Hangers
	Website Analysis Report
	Website
	Brochures
	Mailings
Logo Design	

FAQ's About Growing My Business with the 2J Supply Marketing Service Program



How long will my order take?

That depends on what you order, how long it takes for you to get back to us when we send you a proof, and how long the printing takes. Feel free to ask your TM at any time about your order.

How much will my order cost?

Cost depends on what you are ordering and how many. Feel free to ask your TM or flip through this handbook, as approximate prices are listed here.

Can I use Co-op to pay for my order?

No, this program is only available to dealers and large parts customers; co-op is built into these prices.

If I am not a dealer, can I still use the 2J Supply Marketing Service program?

If you are not an equipment dealer, you can still use this program as long as you meet the parts/supplies sales requirements.

Can I order in different quantities than what is listed in this brochure?

Yes, you may. Quantities other than what is listed will be quoted custom.

Can I order materials not listed in this brochure?

Yes, you may. We will quote orders based on a custom price.

Is custom literature free?

Yes, it is. You can place an order at any time through your Territory Manager.

What is the order process?

1. Request materials from your TM by submitting logos and other information you want to be included. We accept high quality .pdf, ai, eps, png and tif files.
2. You receive a proof from the marketing department based on the information you provided.
3. You approve the proof or suggest changes (In that case, you will receive another proof.)
4. We deliver.
5. You are billed.



Logo Design | \$200.00

A good logo is the cornerstone of your brand. It helps customers understand what you do, who you are and what you value.



Business Card Design

100 QTY: \$23.00, 250 QTY: \$29.00, 500 QTY: \$36.00

Full color, double sided, coated or uncoated stock with square corners (rounded corners add \$4.00)

Also available as magnets:

50 QTY: \$21.00, 100 QTY: \$41.00,
200 QTY: \$70.00, 500 QTY: \$150.00



2-Pocket Folder

100 QTY: \$1,241.00

200 QTY: \$1,258.00

500 QTY: \$1,311.00

9" x 12", full color, thick and durable card stock, vibrant gloss, printed on inside and outside and a business card slot on inside left pocket.

Strong brand awareness means that you are the first company homeowners think of when they need an HVAC contractor.

Vehicle Magnets

24" x 18": \$29.40 each
28" x 40": \$62.85 each
36" x 36": \$71.40 each

Durable 30 pt. magnet holds strong and is great for cars, vans and trucks. Easy to install.



Yard Signs

12" x 18": 5 for \$78.45
18" x 24": 5 for \$119.50

Printed on front and back on a 3/16" corrugated plastic. Comes with 10" w x 30"H Stakes. Grommets available for additional cost.



Banners

3" x 6": \$35.16 each
10" x 5": \$89.00 each

Other sizes & types can be quoted.

Printed front only on 13 oz. vinyl. Grommets on each corner. For an extra cost you can have a pole pocket on either the top & bottom or left & right side.

Bumper Stickers

100 QTY, 6" x 2": \$36.84
200 QTY, 6" x 2": \$61.34

Visible advertising on any vehicle. Weather-resistant high gloss vinyl.

Direct mailers grab the attention of potential new and current customers who don't think of you often, but when they do, you want them to remember you!



Custom Flyers

100 QTY: \$70.00 500 QTY: \$135.00
 250 QTY: \$106.00 1,000 QTY: \$170.00

8 1/2" x 11", double sided, full-color printing on premium paper in glossy, matte or uncoated.



Tri-Fold Brochures

100 QTY: \$92.00
 250 QTY: \$145.00
 500 QTY: \$189.00

8 1/2" x 11", double sided, full-color printing on premium paper in glossy, matte or uncoated.



Direct Mailers

5" x 7"	6" x 9"
100 QTY: \$37.00	100 QTY: \$43.00
250 QTY: \$48.61	250 QTY: \$55.00
500 QTY: \$62.68	500 QTY: \$69.00

Glossy or matte front.

Apparel and Promotional Items

Need help finding promotional items like pens, mugs, flashlights etc? Looking for branded apparel like hats, shirts, jackets and more? Let us help you! To request a quote, please have colors, sizes, quantities and a high-resolution version of your logo available (.eps, .png, .ai, and pdf formats excepted).



Website Analysis Report

Learn how to get more leads and customers by improving your website and SEO tactics. Let a member of the 2J Supply marketing team examine your web presence and give you a report on what they find and easy ways to make impactful changes.

Standard, Pro or Pro Plus Custom Website Creation



hibu Website Rate Card



	Standard Website	Pro Website	Pro Website - Vertical Build & Mgmt.*
Design & Set Up Fee	\$399	\$449	\$599
Monthly Price	\$99.99/mo	\$129.99/mo	\$1129.95/mo <small>Website \$229.95/mo + minimum Search \$899</small>
Pages	Up to 10 Pages	Up to 15 Pages	Up to 20 Pages
Features	<ul style="list-style-type: none"> • On Page SEO • Mobile Optimization • Assist-Live • Unlimited menu/price list • Blog • Wave Digital Listings Management • Video 	<ul style="list-style-type: none"> • Advanced On-Page SEO • Mobile Optimization • Assist-Live • Unlimited menu/price list • Blog • Wave Digital Listings Management • Video • Interactive Coupons • InSites • Unique device configuration • hibu Appointments • 10 product DIY shopping cart 	<ul style="list-style-type: none"> • Advanced On-Page SEO • Mobile Optimization • Assist-Live • Unlimited menu/price list • Blog • Wave Digital Listings Management • Video • Interactive Coupons • InSites • Unique device configuration • hibu Appointments • 10 product DIY shopping cart * Classic Search or Above Campaign Management (\$899 min budget)
Add ons		5 additional pages: \$200 one-time fee	5 additional pages: \$200 one-time fee