

# Marketing Support Materials Catalog and Order Form

Siemens Hearing Solutions offers Hearing Health Care Professionals a variety of marketing materials to assist their sales efforts. Through combined efforts with Marketing Services' elite customization and support materials, Siemens Hearing Solutions is your #1 communication partner.

An order form for the brochures, direct mailers, posters, etc., illustrated in this catalog, appears on the last page. Complete then mail or fax this form to your Siemens sales representative.

Or order through Online@shi via [www.siemens-hearing.com](http://www.siemens-hearing.com)



**BROCHURES, SELF-MAILERS**

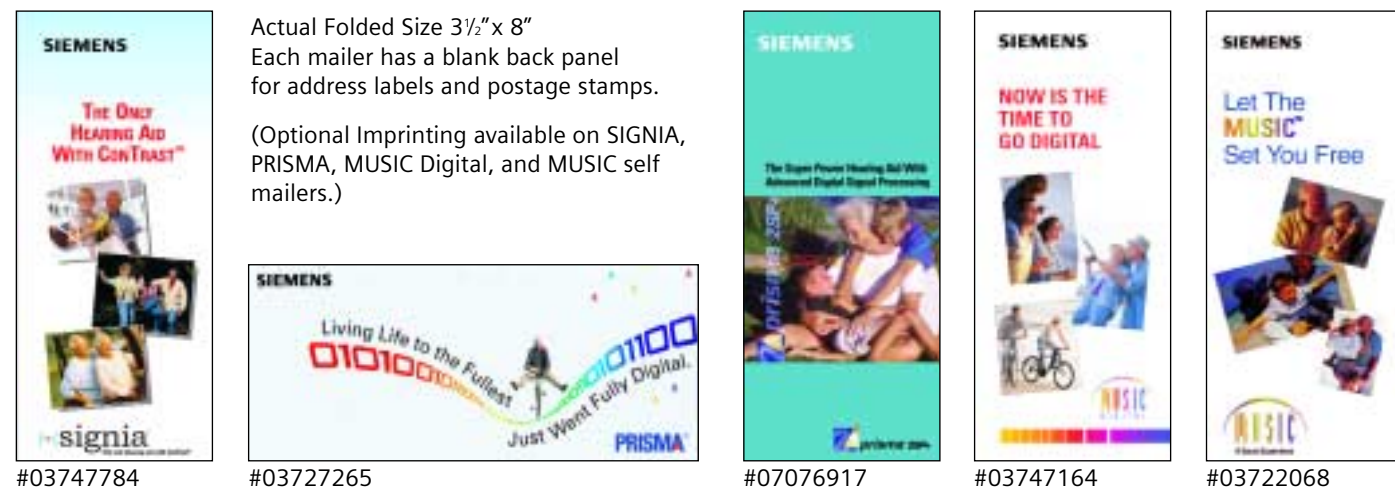
# Brochures



Approximate Size: 3 3/4" x 8 1/2"



# Self-Mailers



**MINI-FLYERS, CARDS, POSTCARDS**

# Mini-Flyers

Folded Size 3 1/2" x 8"  
Sold individually in packs of 100.



\* A set of 25 of each mini-flyer is included with the "Better Hearing Consumer Brochure."

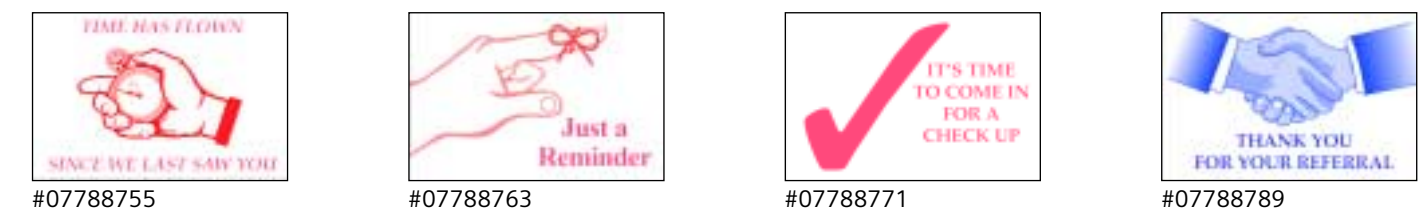
# Client Cards

Sold in packs of 25 with envelopes — Folded Size: 5 1/2" x 4 1/4"



# Client Postcards

Sold in packs of 25 — Actual Size: 5 1/4" x 3 1/2"



# NEWSPAPER AD SLICKS

## SIGNIA™ Select



Several ads per packet — #03747776  
Various sizes: 4 1/4" x 6"; 4 1/4" x 7"

# PHOENIX™ MUSIC® INFINITI™



2 ads per packet — #07087294  
Sizes: 4 1/4" x 6"; 4 1/4" x 7"

2 ads per packet — #03705527  
Sizes: 4 1/4" x 6"; 4 1/4" x 7"

1 ad per packet — #03747750  
Sizes: 4 1/4" x 5"

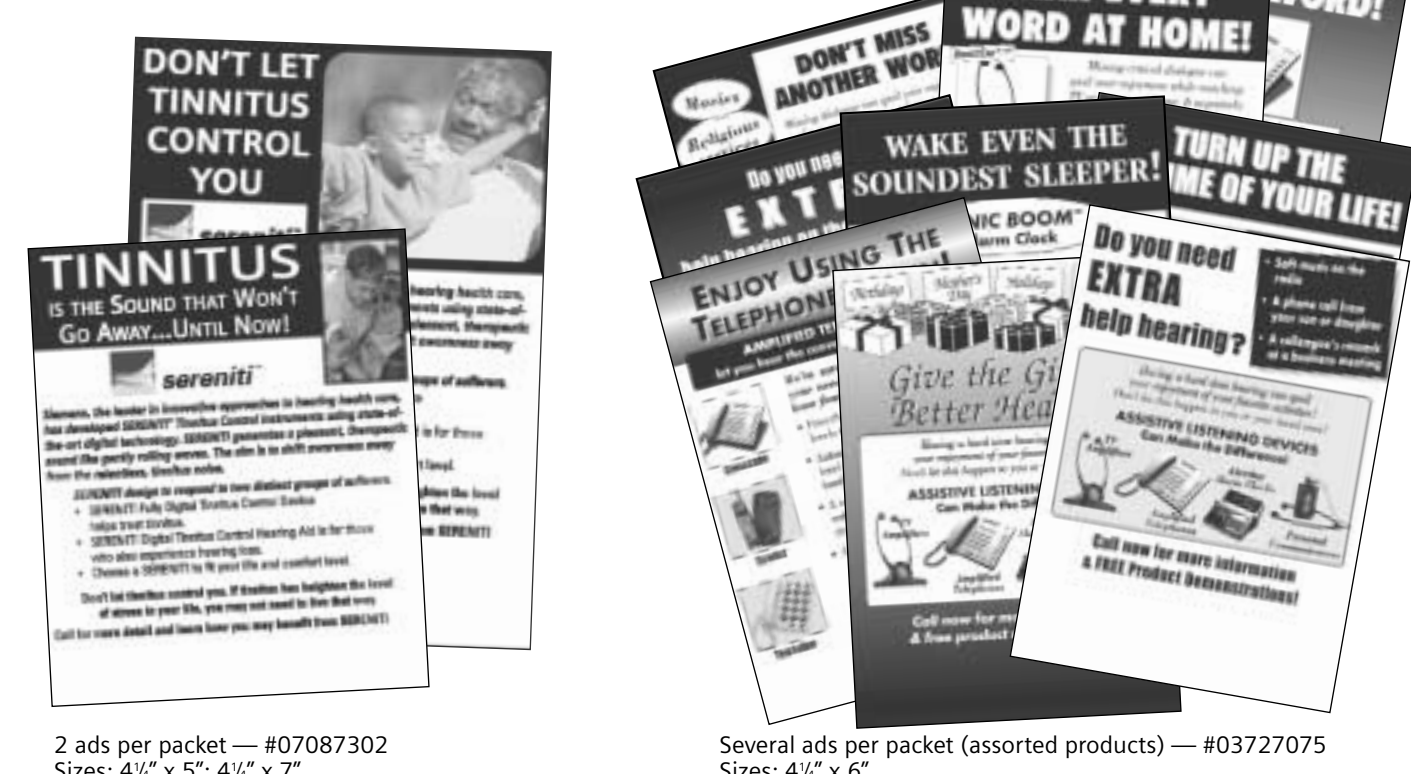
# PRISMA™ MUSIC® Digital



Several ads per packet — #03727315  
Various sizes: 4 1/4" x 6"; 4 1/4" x 7"

Several ads per packet — #03747172  
Sizes: 4 1/4" x 5"; 4 1/4" x 6"

# SERENITI™ ALDs



2 ads per packet — #07087302  
Sizes: 4 1/4" x 5"; 4 1/4" x 7"

Several ads per packet (assorted products) — #03727075  
Sizes: 4 1/4" x 6"

Additional product ad samples are available upon request.

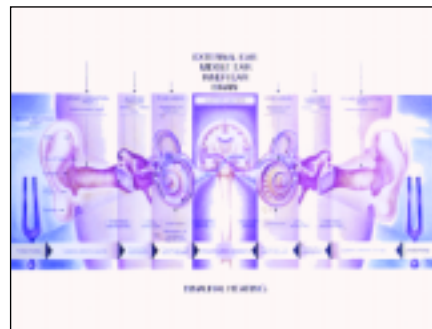
Additional product ad samples are available upon request.

**POSTERS & MISCELLANEOUS ITEMS**

# Posters



#07788631 32" x 24"



#07788623 32" x 24"

Posters are great for brightening up the office and promoting the current product that you offer!



#03747875



#03727588



#03747610



#03727521



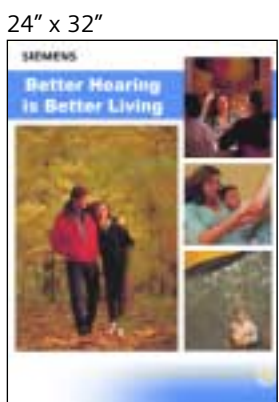
#03727547



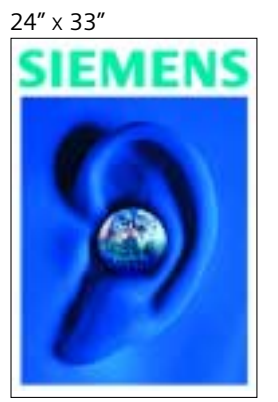
#03722100



#03727505  
#03727596 (W/EASEL BACK)



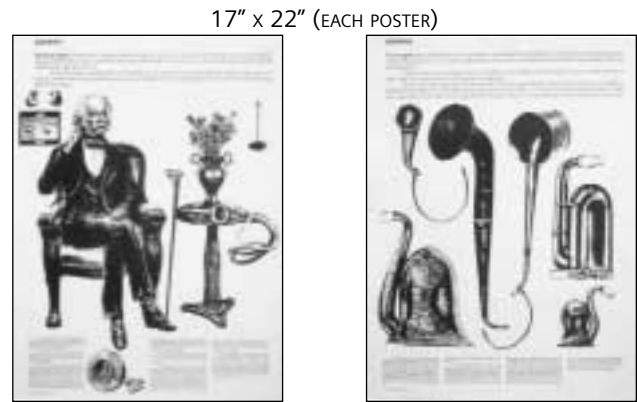
#07788615



#03747156



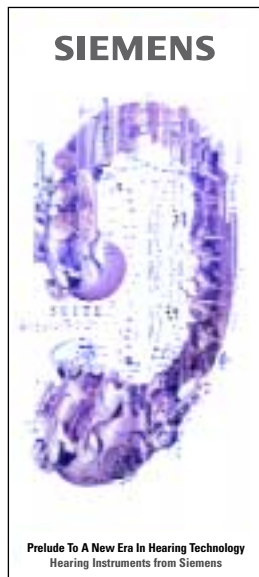
#03747545



#07788649 (SET OF TWO)

**POSTERS & MISCELLANEOUS ITEMS**

# Posters and more...



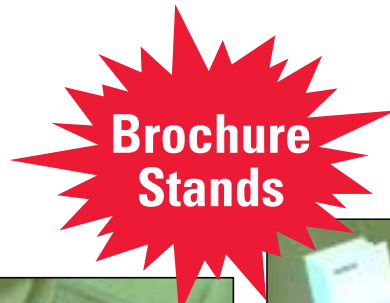
#01853006 15 3/4" x 38 3/4"  
#01853063 (SET OF THREE POSTERS WITHOUT FRAME)  
#01853071 (SET OF THREE POSTERS WITH FRAME)



#01853022 15 3/4" x 38 3/4"



#01853048 15 3/4" x 38 3/4"



#03747909 SINGLE-TIER (FITS BROCHURE SIZES 5" x 7" AND 5" x 8 1/2")  
BROCHURES NOT INCLUDED



#07788607 3-TIER (FITS BROCHURES SIZE 3 1/4" x 8 1/2")  
BROCHURES NOT INCLUDED

## Marketing Manual

Comprehensive Guide



#01848014

**NEW** "Silent Movie" & "Miniature Golf" Ads



**TV Commercials FOR PREVIEW ON VHS CASSETTE**



#07087179 (VHS VIDEO FOR PREVIEWING)  
#07087187 (BETA MASTER TAPES FOR PRODUCTION ONLY)

## Plexi Stand



#03747594 11 1/2" x 13 1/2"



Point-of-purchase plexi stand with attached brochure holder and three inserts (shell type, digital technology and SIGNIA Select). Holds 3 1/4" x 8 1/2" sizes (brochures not included).



## LasR™ Video

View the LasR – the latest shell technology for hearing instruments

#07076933 (REGULAR VIDEO)

## Videos

Discover the Fascinating World of Hearing

#03747586 (VHS VIDEO)  
#03747651 (OPEN CAPTION VHS VIDEO)



# CUSTOMIZED MARKETING MATERIALS

## SIGNIA™ Select



NEWSPAPER ADS

- Requires approximately 2 weeks production time



POSTCARDS

- Requires approximately 6 weeks production time



DIRECT MAILERS

- Requires approximately 6 weeks production time

Please contact your Siemens sales representative for more information or to get started.

## PHOENIX™



NEWSPAPER ADS

- Requires approximately 2 weeks production time



POSTCARDS

- Requires approximately 6 weeks production time



DIRECT MAILERS

- Requires approximately 6 weeks production time

Please contact your Siemens sales representative for more information or to get started.

Additional product ad samples are available upon request.

# MARKETING SUPPORT MATERIALS ORDER FORM/PRICE LIST

	Qty.	Item No.	Description	List Price	BDP Price	SBP Price	Total Price
CONSUMER BROCHURES (Page 1)		03747628	<b>NEW</b> Better Hearing Consumer Brochure (6 pages with SIGNIA Select, PRISMA, MUSIC Digital, MUSIC, INFINITI 3 & PHOENIX mini-flyers)	.72	.66	.60	
		03747719	SIGNIA™ Select Consumer Information Brochure	.56	.52	.47	
		03727398	PRISMA™ Consumer Information Brochure (5 1/2" x 8 1/2")	.56	.52	.47	
		03747099	MUSIC® Digital Consumer Information Brochure (5 1/2" x 8 1/2")	.56	.52	.47	
		03722084	MUSIC® Brochure (8 1/2" x 11")	.84	.77	.70	
		01698633	INFINITI™ 3 Brochure	.22	.20	.18	
		07076925	PHOENIX™ Brochure	.22	.20	.18	
		07076545	<b>NEW</b> SERENITI™ Consumer Brochure – Tinnitus Brochure	.72	.52	.47	
		01699110	LifeSound™ Brochure	.22	.20	.18	
		01833925	Siemens Today Directory	N/C	N/C	N/C	
SELF-MAILERS, MINI-FLYERS, AND AD SLICKS (Pages 1, 2, 3, and 4)		07076917	PRISMA SuperPower BTE Brochure/Self Mailer	.14	.13	.12	
		03747784	SIGNIA Select Brochure/Self-Mailer	.14	.13	.12	
		03727265	PRISMA Brochure/Self-Mailer	.14	.13	.12	
		03747164	MUSIC Digital Brochure/Self-Mailer	.14	.13	.12	
		03722068	MUSIC Brochure/Self-Mailer	.14	.13	.12	
		03747768	SIGNIA Select Mini-Flyer (pack of 100)	6.00/pk	5.50/pk	5.00/pk	
		03727299	PRISMA Mini-Flyer (pack of 100)	6.00/pk	5.50/pk	5.00/pk	
		03747107	MUSIC Digital Mini-Flyer (pack of 100)	6.00/pk	5.50/pk	5.00/pk	
		03715294	MUSIC Mini-Flyer (pack of 100)	6.00/pk	5.50/pk	5.00/pk	
		03715328	INFINITI 3 Mini-Flyer (pack of 100)	6.00/pk	5.50/pk	5.00/pk	
		07087245	PHOENIX Mini-Flyer (pack of 100)	6.00/pk	5.50/pk	5.00/pk	
		03747776	SIGNIA Select b/w Ad Slicks	N/C	N/C	N/C	
		03727315	PRISMA b/w Ad Slicks	N/C	N/C	N/C	
		03747172	MUSIC Digital b/w Ad Slicks	N/C	N/C	N/C	
		07087294	PHOENIX b/w Ad Slicks	N/C	N/C	N/C	
		03705527	MUSIC b/w Ad Slicks	N/C	N/C	N/C	
		03747750	INFINITI b/w Ad Slicks	N/C	N/C	N/C	
	07087302	SERENITI b/w Ad Slicks	N/C	N/C	N/C		
	03727075	ALD b/w Ad Slicks	N/C	N/C	N/C		
CLIENT CARDS (Page 2) (Min. order 1 pack/25 cards)		07788698	We Welcome You As A New Patient	5.10/pk	4.68/pk	4.25/pk	
		07788706	We Welcome You As A New Customer	5.10/pk	4.68/pk	4.25/pk	
		07788714	We Welcome You As A New Client	5.10/pk	4.68/pk	4.25/pk	
		07788722	Thank You	5.10/pk	4.68/pk	4.25/pk	
		07788730	Happy Birthday	5.10/pk	4.68/pk	4.25/pk	
		07788748	Call If We Can Help You	5.10/pk	4.68/pk	4.25/pk	
		07788664	Seasons Greetings Cards	5.10/pk	4.68/pk	4.25/pk	
CLIENT POSTCARDS (Page 2) (Min. order 1 pack/25 cards)		07788755	Time Has Flown	3.60/pk	3.30/pk	3.00/pk	
		07788763	Just A Reminder	3.60/pk	3.30/pk	3.00/pk	
		07788771	Time For A Checkup	3.60/pk	3.30/pk	3.00/pk	
		07788789	Thank You For The Referral	3.60/pk	3.30/pk	3.00/pk	
	Battery Coupon Booklets (not shown in catalog)		07788946	6-Coupon Booklet	.36	.33	.30
		07788961	12-Coupon Booklet	.42	.39	.35	

# MARKETING SUPPORT MATERIALS ORDER FORM/PRICE LIST

	Qty.	Item No.	Description	List Price	BDP Price	SBP Price	Total Price
<b>OFFICE POSTERS</b> (Pages 5 & 6)		07788631	Anatomical Poster (Ear) (32" x 24")	6.00	5.50	5.00	
		07788623	Binaural Poster (32" x 24")	6.00	5.50	5.00	
		03747875	<b>NEW</b> SIGNIA™ Select Lifestyle Poster (16" x 20")	6.00	5.50	5.00	
		03727588	<b>NEW</b> PRISMA™ Lifestyle Poster (16" x 20")	6.00	5.50	5.00	
		03747610	MUSIC® Digital Lifestyle Poster (16" x 20")	6.00	5.50	5.00	
		03727521	MUSIC® Lifestyle Poster (16" x 20")	6.00	5.50	5.00	
		03727547	INFINITI™ 3 Lifestyle Poster (16" x 20")	6.00	5.50	5.00	
		03722100	MUSIC Hearing Aid Poster (11" x 17")	6.00	5.50	5.00	
		03727505	PRISMA Hearing Aid Poster (14.5" x 21")	6.00	5.50	5.00	
		03727596	PRISMA Hearing Aid Poster (with easel back)	10.00	9.00	8.00	
		07788615	<b>NEW</b> Better Hearing Is Better Living Poster (24" x 32")	6.00	5.50	5.00	
		03747156	Blue World Poster (23" x 33")	6.00	5.50	5.00	
		03747545	Laminated Hearing Aid Style Poster (8.5" x 11")	2.40	2.20	2.00	
		07788649	Historical Posters – Set of 2 (17" x 22")	8.50	7.80	7.00	
	<b>MISCELLANEOUS</b> (Page 6)		01853006	Musical Instruments Poster (15 3/4" x 38 3/4")	12.00	11.00	10.00
		01853022	International Flag Poster (15 3/4" x 38 3/4")	12.00	11.00	10.00	
		01853048	Electronics Poster (15 3/4" x 38 3/4")	12.00	11.00	10.00	
		01853063	Set of Three Posters* (without frame)	35.00	30.00	27.00	
		01853071	Set of Three Posters* (with frame)	264.00	242.00	220.00	
		03747909	Siemens Single-Tier Digital Brochure Stand	7.00	6.00	5.00	
		07788607	Siemens 3-Tier Brochure Stand	9.00	8.00	7.00	
		01848014	Marketing Manual	295.00	195.00	N/C	
		03747594	Point-of-Purchase Plexi Stand (with 3 Inserts)	22.00	17.00	15.00	
		07087179	TV Commercials Preview Videotape (VHS)	N/C	N/C	N/C	
		07087187	TV Commercials Beta Master (for production use only)	275.00	80.00	50.00	
		07087336	TV Commercials, Closed Captioned Preview Videotape (VHS)	N/C	N/C	N/C	
		07087344	TV Commercials Beta Master – Closed Captioned (for production use only)	325.00	120.00	90.00	
		07076933	LasR™ Video	N/C	N/C	N/C	
<b>SPANISH LITERATURE</b> (Not shown in catalog, minimum order 1 pack of 25 for user's manuals)			03747586	Fascinating World of Hearing Videotape	7.50	6.00	5.00
		03747651	Fascinating World of Hearing Videotape (open caption)	8.50	7.00	6.00	
		03722787	Better Hearing Is Better Living	.35	.28	.25	
		03722795	Binaural Brochure	.35	.28	.25	
		03722779	ILLUSION™ CIC Brochure	.35	.28	.25	
		03727513	PRISMA Brochure/Self mailer	.35	.28	.25	
		03727711	MUSIC Brochure/Self mailer	.35	.28	.25	
	03747669	Laminated Hearing Aid Style Poster (8.5" x 11")	2.50	2.25	2.00		

\*Three Poster Set Includes: Musical Instruments, International Flags & Electronics

Order Total \$ \_\_\_\_\_  
Use BDP Funds

MAIL TO: Siemens Hearing Instruments • P.O. Box 1397 • Piscataway, NJ 08855-1397

Siemens Account No.: \_\_\_\_\_  
**BILL TO:**  
 Office Name \_\_\_\_\_  
 Phone No. ( ) \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**SHIP TO:** (If different than the Bill To address, provide the Ship To information below)  
 Office Name \_\_\_\_\_  
 Phone No. ( ) \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

	Qty.	Item No.	Description	List Price	BDP Price	SBP Price	Total Price	
<b>CONSUMER BROCHURES</b> (Page 1)		03747628	<b>NEW</b> Better Hearing Consumer Brochure (6 pages with SIGNIA Select, PRISMA, MUSIC Digital, MUSIC, INFINITI 3 & PHOENIX mini-flyers)	.72	.66	.60		
		03747719	SIGNIA™ Select Consumer Information Brochure	.56	.52	.47		
		03727398	PRISMA™ Consumer Information Brochure (5 1/2" x 8 1/2")	.56	.52	.47		
		03747099	MUSIC® Digital Consumer Information Brochure (5 1/2" x 8 1/2")	.56	.52	.47		
		03722084	MUSIC® Brochure (8 1/2" x 11")	.84	.77	.70		
		01698633	INFINITI™ 3 Brochure	.22	.20	.18		
		07076925	PHOENIX™ Brochure	.22	.20	.18		
		07076545	<b>NEW</b> SERENITI™ Consumer Brochure – Tinnitus Brochure	.72	.52	.47		
		01699110	LifeSound™ Brochure	.22	.20	.18		
		01833925	Siemens Today Directory	N/C	N/C	N/C		
	<b>SELF-MAILERS, MINI-FLYERS, AND AD SLICKS</b> (Pages 1, 2, 3, and 4)		07076917	PRISMA SuperPower BTE Brochure/Self Mailer	.14	.13	.12	
			03747784	SIGNIA Select Brochure/Self-Mailer	.14	.13	.12	
			03727265	PRISMA Brochure/Self-Mailer	.14	.13	.12	
			03747164	MUSIC Digital Brochure/Self-Mailer	.14	.13	.12	
			03722068	MUSIC Brochure/Self-Mailer	.14	.13	.12	
		03747768	SIGNIA Select Mini-Flyer (pack of 100)	6.00/pk	5.50/pk	5.00/pk		
		03727299	PRISMA Mini-Flyer (pack of 100)	6.00/pk	5.50/pk	5.00/pk		
		03747107	MUSIC Digital Mini-Flyer (pack of 100)	6.00/pk	5.50/pk	5.00/pk		
		03715294	MUSIC Mini-Flyer (pack of 100)	6.00/pk	5.50/pk	5.00/pk		
		03715328	INFINITI 3 Mini-Flyer (pack of 100)	6.00/pk	5.50/pk	5.00/pk		
		07087245	PHOENIX Mini-Flyer (pack of 100)	6.00/pk	5.50/pk	5.00/pk		
		03747776	SIGNIA Select b/w Ad Slicks	N/C	N/C	N/C		
		03727315	PRISMA b/w Ad Slicks	N/C	N/C	N/C		
		03747172	MUSIC Digital b/w Ad Slicks	N/C	N/C	N/C		
<b>CLIENT CARDS</b> (Page 2) (Min. order 1 pack/25 cards)			07087294	PHOENIX b/w Ad Slicks	N/C	N/C	N/C	
		03705527	MUSIC b/w Ad Slicks	N/C	N/C	N/C		
		03747750	INFINITI b/w Ad Slicks	N/C	N/C	N/C		
		07087302	SERENITI b/w Ad Slicks	N/C	N/C	N/C		
		03727075	ALD b/w Ad Slicks	N/C	N/C	N/C		
		07788698	We Welcome You As A New Patient	5.10/pk	4.68/pk	4.25/pk		
		07788706	We Welcome You As A New Customer	5.10/pk	4.68/pk	4.25/pk		
		07788714	We Welcome You As A New Client	5.10/pk	4.68/pk	4.25/pk		
		07788722	Thank You	5.10/pk	4.68/pk	4.25/pk		
		07788730	Happy Birthday	5.10/pk	4.68/pk	4.25/pk		
		07788748	Call If We Can Help You	5.10/pk	4.68/pk	4.25/pk		
		07788664	Seasons Greetings Cards	5.10/pk	4.68/pk	4.25/pk		
	<b>CLIENT POSTCARDS</b> (Page 2) (Min. order 1 pack/25 cards)		07788755	Time Has Flown	3.60/pk	3.30/pk	3.00/pk	
			07788763	Just A Reminder	3.60/pk	3.30/pk	3.00/pk	
			07788771	Time For A Checkup	3.60/pk	3.30/pk	3.00/pk	
		07788789	Thank You For The Referral	3.60/pk	3.30/pk	3.00/pk		
<b>Battery Coupon Booklets</b> (not shown in catalog) 1 pack/25 cards)			07788946	6-Coupon Booklet	.36	.33	.30	
		07788961	12-Coupon Booklet	.42	.39	.35		

Duplicate order form for photocopying

All Marketing materials are sold as individual items unless otherwise noted. Available BDP funds can be used for all Marketing materials and services. To process your order, please send or fax this form to your **Siemens sales representative**. Information and pricing is subject to change without notice.



	Qty.	Item No.	Description	List Price	BDP Price	SBP Price	Total Price
<b>OFFICE POSTERS</b> (Pages 5 & 6)		07788631	Anatomical Poster (Ear) (32" x 24")	6.00	5.50	5.00	
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		03747875	<b>NEW</b> SIGNIA™ Select Lifestyle Poster (16" x 20")	6.00	5.50	5.00	
		03727588	<b>NEW</b> PRISMA™ Lifestyle Poster (16" x 20")	6.00	5.50	5.00	
		03747610	MUSIC® Digital Lifestyle Poster (16" x 20")	6.00	5.50	5.00	
		03727521	MUSIC® Lifestyle Poster (16" x 20")	6.00	5.50	5.00	
		03727547	INFINITI™ 3 Lifestyle Poster (16" x 20")	6.00	5.50	5.00	
		03722100	MUSIC Hearing Aid Poster (11" x 17")	6.00	5.50	5.00	
		03727505	PRISMA Hearing Aid Poster (14.5" x 21")	6.00	5.50	5.00	
		03727596	PRISMA Hearing Aid Poster (with easel back)	10.00	9.00	8.00	
		07788615	<b>NEW</b> Better Hearing Is Better Living Poster (24" x 32")	6.00	5.50	5.00	
		03747156	Blue World Poster (23" x 33")	6.00	5.50	5.00	
		03747545	Laminated Hearing Aid Style Poster (8.5" x 11")	2.40	2.20	2.00	
		07788649	Historical Posters – Set of 2 (17" x 22")	8.50	7.80	7.00	
		01853006	Musical Instruments Poster (15 3/4" x 38 3/4")	12.00	11.00	10.00	
		01853022	International Flag Poster (15 3/4" x 38 3/4")	12.00	11.00	10.00	
		01853048	Electronics Poster (15 3/4" x 38 3/4")	12.00	11.00	10.00	
	01853063	Set of Three Posters* (without frame)	35.00	30.00	27.00		
	01853071	Set of Three Posters* (with frame)	264.00	242.00	220.00		
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		07788607	Siemens 3-Tier Brochure Stand	9.00	8.00	7.00	
		01848014	Marketing Manual	295.00	195.00	N/C	
		03747594	Point-of-Purchase Plexi Stand (with 3 Inserts)	22.00	17.00	15.00	
		07087179	TV Commericals Preview Videotape (VHS)	N/C	N/C	N/C	
		07087187	TV Commericals Beta Master (for production use only)	275.00	80.00	50.00	
		07087336	TV Commericals, Closed Captioned Preview Videotape (VHS)	N/C	N/C	N/C	
		07087344	TV Commericals Beta Master – Closed Captioned (for production use only)	325.00	120.00	90.00	
		07076933	LasR™ Video	N/C	N/C	N/C	
		03747586	Fascinating World of Hearing Videotape	7.50	6.00	5.00	
		03747651	Fascinating World of Hearing Videotape (open caption)	8.50	7.00	6.00	
<b>SPANISH LITERATURE</b> (Not shown in catalog, minimum order 1 pack of 25 for user's manuals)		03722787	Better Hearing Is Better Living	.35	.28	.25	
		03722795	Binaural Brochure	.35	.28	.25	
		03722779	ILLUSION™ CIC Brochure	.35	.28	.25	
		03727513	PRISMA Brochure/Self mailer	.35	.28	.25	
		03727711	MUSIC Brochure/Self mailer	.35	.28	.25	
		03747669	Laminated Hearing Aid Style Poster (8.5" x 11")	2.50	2.25	2.00	

\*Three Poster Set Includes: Musical Instruments, International Flags & Electronics

Order Total \$ \_\_\_\_\_  
Use BDP Funds

**MAIL TO:** Siemens Hearing Instruments • P.O. Box 1397 • Piscataway, NJ 08855-1397

**Siemens Account No.:** \_\_\_\_\_  
**BILL TO:**  
Office Name \_\_\_\_\_  
Phone No. ( ) \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**SHIP TO:** (If different than the Bill To address, provide the Ship To information below)  
Office Name \_\_\_\_\_  
Phone No. ( ) \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

All Marketing materials are sold as individual items unless otherwise noted. Available BDP funds can be used for all Marketing materials and services. To process your order, please send or fax this form to your **Siemens sales representative**. Information and pricing is subject to change without notice.