Calling All Apparel Suppliers!

ASI® is always on the cutting edge of advertising solutions, seeking new ways for product categories like apparel to excel while making sure your products are front and center for searching distributors. Pick from an array of marketing options to create the perfect mix for your brand!

DIGITAL SOLUTIONS

ESP Brand Pay for Placement

ESP® is the #1 product-sourcing platform in the promotional products industry with more than 2.7 million searches per month, and Brand Pay for Placement allows you to climb in search results in any given product category. As a supplier, you choose a wholesale partner in your category, and your products will appear within the top nine spots in those listings.

Wearables E-Newsletter

Reach 45,000 engaged distributors and screen printers seeking hot fashion trends, rising apparel products and much more with Wearables® Roundup.

PRINT SOLUTIONS

Advantages®: Sell, Sell, Sell Your Products

- **January** – Retail brands
- **February** – Work-from-home apparel
- **March** – Polos and golf apparel
- **April** – Caps and hats
- **May** – Beachwear
- **June** – T-shirts
- **July** – Sports uniforms
- **August** – Fleeces and sweatshirts
- **September** – Sweaters and vests
- **October** – Jackets
- **November** – Workwear
- **December** – Athletic performance apparel

Do you have made-in-the-USA apparel products? We'll highlight these offerings in our annual Big Markets Issue in July!

Counselor®: The Voice of Promo

- **January** – Quarter-zips
- **February** – Fun accessories
- **March** – Packable jackets
- **April** – Unique T-shirts
- **May** – Bright colors
- **June** – Exercise apparel
- **July** – Stripes, polka dots and patterns
- **September** – Fashionable fleece
- **October** – Updated corporate wear
- **November** – Retail brands
- **December** – Stylish winter wear

Counselor also features the Annual Wearables Issue in January, where apparel is the sole focus. Use high-impact advertising spots in this issue to grab even more attention.

Having a healthy mix of print and digital marketing solutions ensures maximum exposure for your brand.
Contact your account executive to get started today!