

A deposed third-world leader? A work of art? A breakfast cereal?

What does your audience identify with?

FREE PERSONAL INFO CARDS



IT'S ALL ABOUT YOU

Whether their tastes run more towards Eminem or M&M's, your audience will appreciate m@x CARDS—free personal info cards provided by their favorite advertisers. The marketer supplies the art, the consumer supplies the info, and boom—next thing you know somebody owns a set of free cards suitable for distributing to friends and acquaintances. Who pass them along to their friends. And so on. To find out how to get your brand into your audience's hands, email sue@maxracks.com or call 212-575-2800.

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m@x CARDS.

As individual as your audience.

FREE PERSONAL INFO CARDS



IT'S ALL ABOUT YOU

No two fingerprints are alike. Each DNA signature is unique. And recently, scientists have even been able to detect subtle differences among Headline News anchors. So it is with your audience: Every consumer has his own unique persona—not to mention address and phone number. And each wants his own unique personal info card—m@x CARDS. They get (and distribute) free cards with cool art, you get free viral advertising.

This is definitely not the same old deal. For more information, email sue@maxracks.com or call 212-575-2800.

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Viral marketing.

Now available in a convenient
wallet-size version.

FREE PERSONAL INFO CARDS



IT'S ALL ABOUT YOU

What's in your wallet? Wait, don't tell us—no doubt it's highly personal. And what could be more personal than personal info cards? What could be more desirable than m@x CARDS—cool art on the front, name and contact information on the back.

You distribute them for free, your consumers pass them along. This is known in the business as "win-win." Hey, you're always trying to pry open their wallets, so why not give them something to put in there?

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The average consumer sees
2500 ads per day.

But how many of them does he
carry around in his pocket?

FREE PERSONAL INFO CARDS



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Advertising washes over us like water off the back of a duck (actually, we've never washed a duck, but we're told this is what happens). We're trained from birth to ignore ads, which makes it all the more astounding when consumers actually *request* marketing materials. This is—dare we say it?—the genius of m@x CARDS: free personal info cards provided by you and actually asked for by your consumers, who distribute them to millions of additional customers.

They don't even think of it as advertising! To find out more about m@x CARDS, or if you just need help getting that duck out of the tub, email sue@maxracks.com or call 212-575-2800.

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Is your audience suffering from a **lack-of-identity** crisis?

FREE PERSONAL INFO CARDS



IT'S ALL ABOUT YOU

Who am I? It's a question everyone in your audience asks, especially if they watch a lot of WB programming. Anyway, now there's an answer: They're the ones with the MaxCards personal info cards. The cards with the cool art on the back, their personal info on the front. The card they got for free from you, their new favorite marketer.

Identity crisis averted. To help your audience answer the eternal questions (and get great free stuff in the process)

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