

Be Part of the Headlines With ASI Central's Week in Review

Reach 60,000 alongside ASI's most popular industry news content.

Delivered each Saturday morning to **60,000 distributors and salespeople**, the ASI Central® Week in Review is an e-newsletter recapping the industry's most popular digital content of the week. This is the perfect opportunity for you to have continued engagement with your best prospects.

Make sure your company is part of the most compelling news articles, product content and press releases with digital advertising. Space is limited, so contact your account representative to claim one of these valuable positions today.

CIRCULATION

60,000 distributors and salespeople

Unique open rate distributor: **10.2%[†]**


Unique open rate supplier: **12.2%[†]**

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[†]Based on ASI's e-newsletter statistics



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Top Stories of the Week from ASICentral.com

- [Which Promo Products Do Students Grab The Most?](#)
On the scene at a University of Pennsylvania job fair to see which promo items students were most interested in receiving from exhibitors. Product slideshow included.
- ['House of Cards' Campaigns With Promo Products](#)
The premiere of Netflix's 'House of Cards' is being promoted with the use of a creative and clever promotional products campaign.
- [The Counselor Hot 25](#)
Who's shaking up the industry today and making it a unique, successful, challenging and innovative sector? The members of the 2016 Counselor Hot 25. Check out their stories.
- [ASI Presidential Promo Poll Predicts Winners](#)
This exclusive research from ASI polled consumers in each of the Super Tuesday states with one question: If you received a bumper sticker from each of the presidential candidates, which one would you be most willing to put on your car?
- [CPSC Recalls Weather Radios](#)
The U.S. Consumer Products Safety Commission (CPSC) has issued an official recall for weather radios from Ambient Weather due to four recent reports of smoke emanating from the back battery area.

Top Multimedia & Research

- [Which Demographic Owns the Most Promo Products?](#)
Infographic reveals the ethnic makeup of U.S. consumers who currently own the most promo items.
- [Video: Choosing the Perfect T-Shirt](#)
This interactive video provides distributors with ideas on ways to determine the best T-shirt for their clients' various types of promotions.
- [Slideshow: 7 Eye-Catching Items From ASI Dallas](#)
Here are some standout new products – straight from the ASI Show Dallas – that can power any upcoming promotion.

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