

# CATEGORY SPOTLIGHT

# POLO SHIRTS

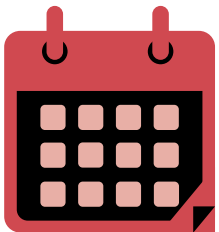
A Promo Polo that costs \$10  
will have a CPI of only

**4/10**  
of a cent  
per impression!



**2,300**

Number of **impressions Promotional Polos** will generate over their lifetime



Promotional Polos are  
kept an average of

**13 months**



**65%**  
of consumers own  
promotional  
Polo Shirts

**76%**

of women report  
keeping their promo  
polos **because they  
find them attractive**



**Gen Xers own 3 promo  
polos** whereas **millennials  
own only 1**

