

# CUSTOMER NAME The Image Each Photo includes the customer's name in the image.





The above pictures are merged with your customer's names for the prices in this catalog. There are over 900 images that can be used for an additional charge. Also, we can even create a custom image and font for you. For example: Your cargo ship with your customer's name on the stern. Or your college stadium with the recruit's name in the stands.



## **Featuring Thirteen Brand New Products**







Our **BRAND NEW** "In The Image" line incorporates your client's name into each photograph. It is getting increasingly difficult to get your product, name and imprint in front of the buyer's eyes. "In the Image" will turn an advertising product into an actual keepsake that is treasured. Not only will recipients use any product with their name, but they will also want to show it to their friends. Do you have a sales force that is trying to break into a new market? "In the Image" will guarantee a placement of your name only inches from the buyer's eyes for 365 days. "In the Image" will allow you to win the battle for desk and wall space. In the fierce recruiting battle that occurs between colleges and universities, "In the Image" will be a standout invitation or thank you that will increase enrollment.

## "In the Image"

#### WHO CAN USE IT? • University/College admissions and recruiting

- Elderly/Homebound: Assisted Living, Home Healthcare & Medical Supply Companies can lift spirits!
- · Beach resorts: gift previous guests to promote the resort as well as sister locations
- Hotels-Airlines-Restaurants: give out to frequent customers
- Invitations: postcard/greeting card makes a great eye-catcher
- Sales Prospecting: virtually any market just imagine the impact you could make!
- THINK OUTSIDE THE BOX: great for any organization wanting to employ 'Personalized' marketing.

### **WALL CALENDARS**





11" x 17" 1 Image

	I-17	I-7	I-12
Final Size	11"x17"	11"x17"	12"x32"
Image Size	8"x10"	8"x10"	7"x11"
Imprint Size	1 1/2"x 10"	1 1/2"x9"	To Fit Image
Binding	Wire-O	Stapled	Wire-O
Imprint/Logo	Full Color	Full Color	Full Color
Paper	80# Matte Coated	10pt. Castcoat	12pt. C1S
Envelopes	\$0.21 ea (G)	\$0.21 ea (G)	\$0.27 ea (G)
Weight/hundred	301b	15lb	601b

I-7

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I-12 12"x32" 3 Month At Glance 1 Image

	50	100	250	500	1000	2500	
I-17	\$14.17	\$11.50	\$10.67	\$10.33	\$8.46	\$5.00	4CDE
I-7		\$4.17	\$3.15	\$2.98	\$2.11	\$1.29	3CDE
I-12		\$17.17	\$15.62	\$12.67	\$9.66	\$7.00	3CDE

### **CUSTOMER NAME** "In the Image" **DESK CALENDARS**



12 Images 5.5" x 8.5"

### Horizontal Desk



12 Images 5.5" x 3"

#### Horizontal Desk



I-1144 12 Images 11" x 4.5" (24 pages printed both sides) I-1140 12 Images 11" x 4.5" (24 pages printed one side)

#### Horizontal Desk



I-411 12 Image Tent 8.5" x 4.25"

## **PARATECH** 423-359-2000

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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2 *364 2305 \$253	33 • 363 0,305 #253	4 34 *392 3304 #252	5 4261 2200 #251	6 36 •360 □302 ■250	<b>7</b>	8 38 *358 D300 #24
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I-DB1 12 Image Deskpad 18" x 12"

#### **Other Ideas**

- Increase Employee Morale
- Schools & Youth Organizations
- Use last names to target families

#### **SPECIFICATIONS**

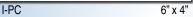
	I-V1	I-411	I-55	I-1144/I-1140	I-DB1		
Final Size	5.5"x8.5"	8.5"x4.25"	5.5"x3"	11"x4.5"	18"x12"		
Image Size	3"x5.5"	3 5/8"x4 1/4"	2.65"x2.5"	5"x3.75"	17"x9"		50
Imprint Size	5/8"x5"	To Fit image	2.25" x .5"	5.25"x.875"	17"x2"	I-V1	\$8.33
Binding	Wire-O	Wire-O	Wire-O	Wire-O	Padded	I-55	
Imprint/Logo	Full Color	Full Color	Full Color	Full Color	Full Color	I-1144	\$8.75
Paper	100# Matte Coated	100# Matte Coated	100# Matte Coated	100# Matte Coated	70# Offset	I-1140	\$7.92
Envelopes	\$0.21 ea (G)	\$0.21 ea (G)	\$0.21 ea (G)	\$0.21 ea (G)	\$0.80 ea (G)	I-411	
Weight/hundred	201b	12lb	81b	22lb	391b	I-DB1	

	PRICING										
	TRICINO										
		50	100	250	500	1000	2500				
	I-V1	\$8.33	\$7.92	\$7.50	\$6.58	\$5.00	\$3.56	4CDE			
	I-55		\$3.75	\$3.58	\$3.48	\$2.71	\$2.40	3CDE			
•	I-1144	\$8.75	\$7.25	\$6.92	\$6.25	\$5.54	\$4.21	4CDE			
	I-1140	\$7.92	\$6.15	\$5.50	\$5.17	\$4.23	\$3.57	4CDE			
(i	I-411		\$6.25	\$5.75	\$5.43	\$4.23	\$3.31	3CDE			
	I-DB1		\$9.00	\$8.25	\$7.40	\$6.70	\$5.80	3CDE			

## "In the Image"

## OTHER PROMOTIONAL PRODUCTS







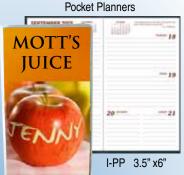
I-GC 5.5" x 4.25"



I-TS

Mousepads

I-MP1 8.5" x 7.5"



Qty.	100	250	500	1000	2500	
I-PC		\$0.98	\$0.80	\$0.53	\$0.33	2CDE
I-GC	\$2.48	\$1.75	\$1.17	\$0.63	\$0.40	3CDE
I-MP1	\$4.00	\$3.52	\$3.33	\$2.62	\$1.99	3CDE
I-PP	\$2.52	\$2.07	\$1.83	\$1.49	\$1.20	3CDE
Qty.	24	48	144	288	1000	
I-TS	\$11.62	\$10.17	\$9.62	\$7.95	\$7.17	3CDE

#### **INFORMATION**

<u>ADDITIONAL IMAGES:</u> There are over 900 images available in our library. In addition, you can have us modify one of your images. However, we need to review the image and work with you to produce the best possible result. Usage of images other than stock images shown here requires additional charge for design/set-up.

<u>NAMES</u>: You can have both first and last name included. The first name only is used most of the time because it looks better and is more personal.

<u>FREE</u>: • In the Image Personalization • Full Color Ad • PDF Proof • Customer Service to make this project easy and successful **OPTIONS**:

<u>ADDRESSING AND MAILING:</u> We can address each product for mailing by imprinting the product or printing envelopes or labels to go with each personalized product for a small additional charge. The charge should not exceed \$.15 per product (less for large orders). We can address AND MAIL for a small additional charge. Post cards are very economical and the customer just furnishes the excel spreadsheet and we do the rest.

SPECIAL DATES ON PAD: \$100.00 setup plus \$1.00 per date. Submit to our specifications.

START ANY MONTH: \$100.00 extra

Setup: \$65<sup>00</sup>
Applies to all orders!

A	В	С	D	E	F	G	Н
First_Name	Last_Name	Company_Name	Address_1	Address_2	City	State	Zip
John	Smith	Widget Inc	101 Main St	Suite 2	Greeneville	TN	37743