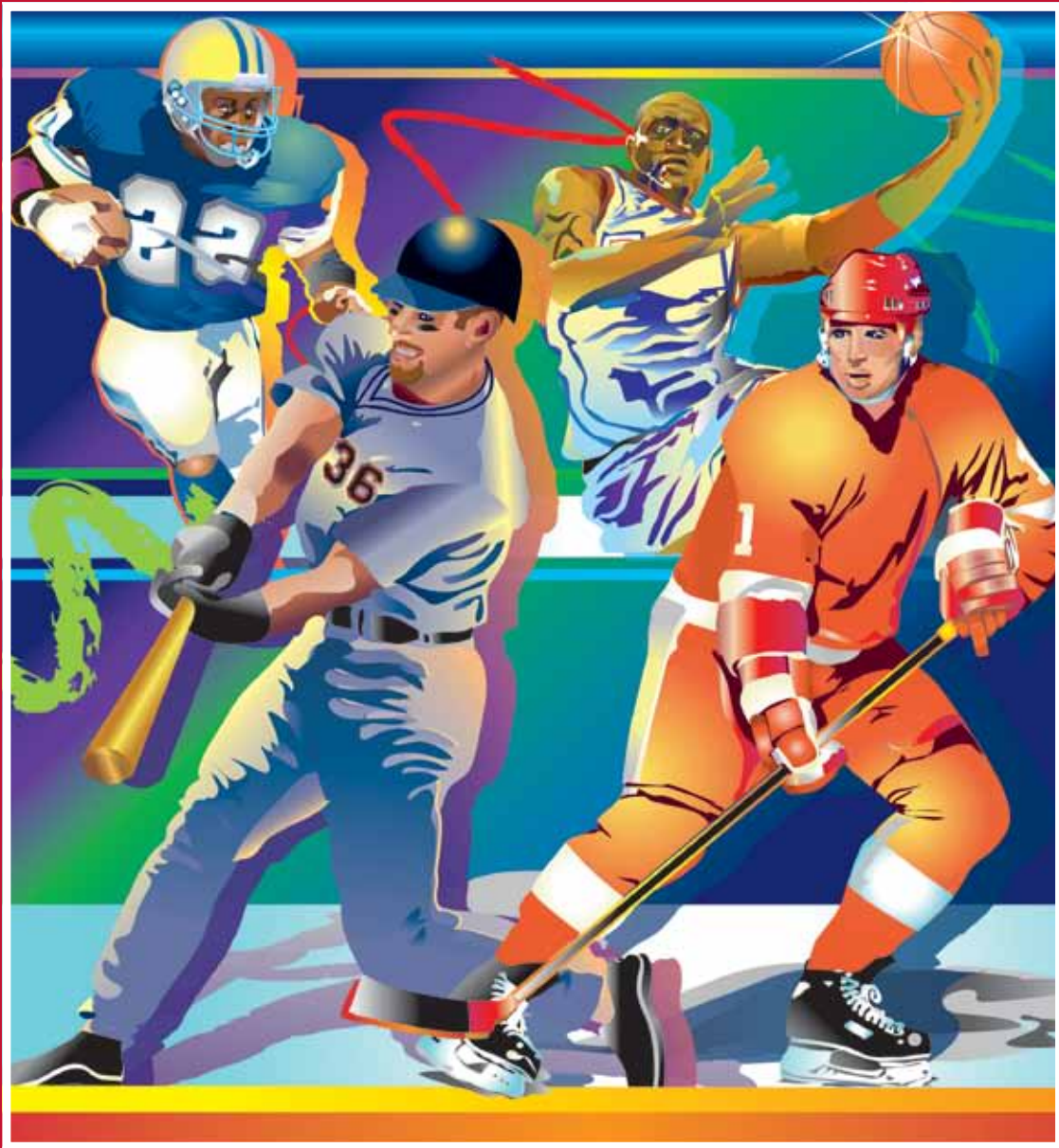


# Promotional Products Catalog



*Order products and get quotes online:  
[www.spectrumgraphics.com](http://www.spectrumgraphics.com)  
email: [sports@spectrumgraphics.com](mailto:sports@spectrumgraphics.com)*



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# pocket schedules

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## Types Of Pocket Schedules

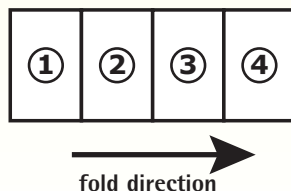
### inline

is a way to describe the arrangement of the panels. The panels are in a straight line. This is the simplest way of making a pocket schedule.

There is only a simple strip of paper folded to fit into your pocket.

This is also a very cost-effective method of promoting your events and advertisers.

#### Sample 4 Panel Inline Schedule



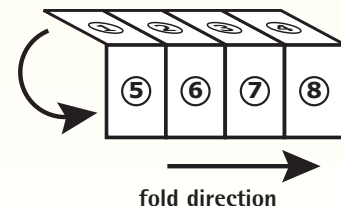
### fold-over

allows for more information and/or ads while keeping the ease of use and size.

The top panels are folded over the bottom and then roll folded to size.

The end result is an information/advertising work-horse that is cost effective. Using the sample 8-panel fold-over schedule, when unfolded is a 7" x 10" mini-brochure.

#### Sample 8 Panel Fold-over Schedule



As one of the nation's leading suppliers of sports-oriented printed materials, Sports@Spectrum Graphics is committed to serving your needs.

Contact our staff today and see how our experience can help you achieve your goals... or home runs!

Toll Free: 1-800-279-6160,  
or email  
sports@spectrumgraphics.com

You'll be glad you did!

## Order matching schedules and holders!



- Standard inline schedules are four, five and six panels printed both sides.
- Fold-over designs can provide, eight, ten and twelve panels printed both sides.
- Fold-over designs are convenient to provide more advertising and information space.
- Standard panel sizes are 2.5" x 3.5". Larger panel sizes are available upon request.

### 4 Panel Inline Pocket Schedule (2.5" x 3.5" per panel) – 4 color printing on 80# Gloss Text (10" x 3.5") Item #I400

Quantity	25,000	37,500	50,000	75,000	100,000	150,000	200,000	300,000	400,000	500,000
Cost	\$ 1,445.00	\$ 1,625.00	\$ 1,720.00	\$ 2,015.00	\$ 2,170.00	\$ 3,040.00	\$ 3,845.00	\$ 5,485.00	\$ 7,060.00	\$ 8,545.00
Cost per 1,000	\$ 57.80	\$ 43.33	\$ 34.40	\$ 26.87	\$ 21.70	\$ 20.27	\$ 19.23	\$ 18.28	\$ 17.65	\$ 17.09

### 5 Panel Inline Pocket Schedule (2.5" x 3.5" per panel) – 4 color printing on 80# Gloss Text (12.5" x 3.5") Item #I500

Quantity	25,000	37,500	50,000	75,000	100,000	150,000	200,000	300,000	400,000	500,000
Cost	\$ 1,595.00	\$ 1,760.00	\$ 2,085.00	\$ 2,645.00	\$ 3,115.00	\$ 3,745.00	\$ 4,510.00	\$ 5,835.00	\$ 7,245.00	\$ 8,705.00
Cost per 1,000	\$ 63.80	\$ 46.93	\$ 41.70	\$ 35.27	\$ 31.15	\$ 24.97	\$ 22.55	\$ 19.45	\$ 18.11	\$ 17.41

### 6 Panel Inline Pocket Schedule (2.5" x 3.5" per panel) – 4 color printing on 80# Gloss Text (15" x 3.5") Item #I600

Quantity	25,000	37,500	50,000	75,000	100,000	150,000	200,000	300,000	400,000	500,000
Cost	\$ 1,680.00	\$ 1,905.00	\$ 2,190.00	\$ 2,740.00	\$ 3,240.00	\$ 3,905.00	\$ 4,725.00	\$ 6,015.00	\$ 7,295.00	\$ 8,870.00
Cost per 1,000	\$ 67.20	\$ 50.80	\$ 43.80	\$ 36.53	\$ 32.40	\$ 26.03	\$ 23.63	\$ 20.05	\$ 18.24	\$ 17.74

### 8 Panel Fold-Over Pocket Schedule (2.5" x 3.5" per panel) – 4 Color on 80# Gloss Text (10" x 7") Item #F800.

Quantity	25,000	37,500	50,000	75,000	100,000	150,000	200,000	300,000	400,000	500,000
Cost	\$ 1,900.00	\$ 2,435.00	\$ 2,890.00	\$ 3,510.00	\$ 4,160.00	\$ 5,575.00	\$ 6,695.00	\$ 9,030.00	\$ 11,505.00	\$ 13,795.00
Cost per 1,000	\$ 76.00	\$ 64.93	\$ 57.80	\$ 46.80	\$ 41.60	\$ 37.17	\$ 33.48	\$ 30.10	\$ 28.76	\$ 27.59

### 10 Panel Fold-Over Pocket Schedule (2.5" x 3.5" per panel) – 4 Color on 80# Gloss Text (12.5" x 7") Item #F1000

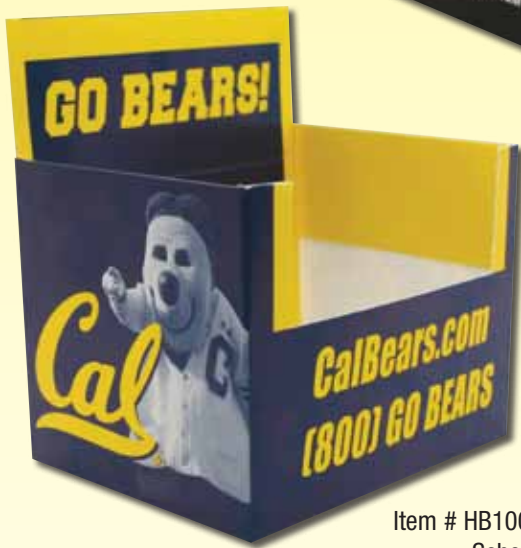
Quantity	25,000	37,500	50,000	75,000	100,000	150,000	200,000	300,000	400,000	500,000
Cost	\$ 2,140.00	\$ 2,570.00	\$ 3,000.00	\$ 4,360.00	\$ 5,200.00	\$ 6,960.00	\$ 8,685.00	\$ 12,210.00	\$ 15,540.00	\$ 18,905.00
Cost per 1,000	\$ 85.60	\$ 68.53	\$ 60.00	\$ 58.13	\$ 52.00	\$ 46.42	\$ 43.43	\$ 40.70	\$ 38.85	\$ 37.81

### 12 Panel Fold-Over Pocket Schedule (2.5" x 3.5" per panel) – 4 Color on 80# Gloss Text (15" x 7") Item #F1200

Quantity	25,000	37,500	50,000	75,000	100,000	150,000	200,000	300,000	400,000	500,000
Cost	\$ 2,240.00	\$ 2,965.00	\$ 3,755.00	\$ 5,290.00	\$ 6,065.00	\$ 8,455.00	\$ 10,640.00	\$ 14,780.00	\$ 19,280.00	\$ 23,560.00
Cost per 1,000	\$ 89.60	\$ 79.07	\$ 75.10	\$ 70.53	\$ 60.65	\$ 56.37	\$ 53.20	\$ 49.27	\$ 48.20	\$ 47.12

# standard schedule holders

Item # B100 Vertical Format Schedule Holder

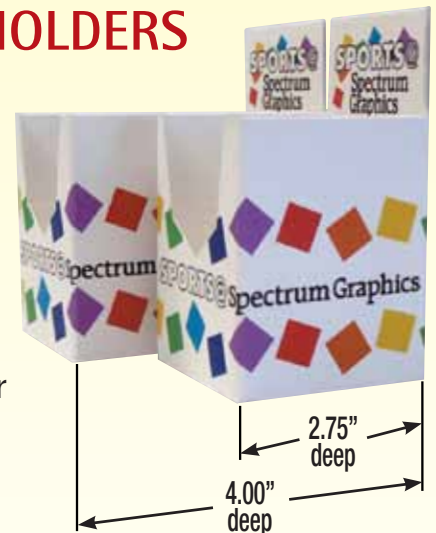


Item # HB100 Horizontal Format Schedule Holder

- Boxes are designed to accommodate and compliment standard schedules.
- **Standard Vertical Box** (Item B100) 2.75" x 2.75" x 3.5" (w x d x h) holder for vertical layouts.
- **Standard Horizontal Box** (Item HB100) 3.75" x 3.75" x 2.75" (w x d x h) holder for horizontal layouts.
- Great for sponsor advertising.
- Highly visible and convenient for easy placement.

## EXTRA-WIDE VERTICAL FORMAT SCHEDULE HOLDERS

- **Extra-Wide Vertical Box** (Item B200) 2.75" x 4.00" x 3.5" (w x d x h) for larger schedules.
- Extra wide box is 45% larger than our standard box to accommodate either more schedules or "fold-over" pocket schedules.
- More capacity with minimum additional space required.
- Additional room for sponsor or advertising opportunities.



Item B100 and Item B200 side by side

**Custom-Designed** Item B100, Item HB100 or Item B200 **Schedule Holder Box** – Heavyweight Paper, Rugged Construction

**2 Color Version:**

Quantity	250	500	1,000	1,250	1,500	1,750	2,000	2,250	2,500
Cost	\$ 445.00	\$ 525.00	\$ 710.00	\$ 795.00	\$ 885.00	\$ 980.00	\$1,075.00	\$1,160.00	\$1,260.00
Unit Cost	\$ 1.78	\$ 1.05	\$ .71	\$ .64	\$ .59	\$ .56	\$ .54	\$ .52	\$ .50

**4 Color Version:**

Quantity	250	500	1,000	1,250	1,500	1,750	2,000	2,250	2,500
Cost	\$ 913.00	\$ 995.00	\$ 1,200.00	\$1,355.00	\$1,480.00	\$1,645.00	\$ 1,795.00	\$1,895.00	\$2,025.00
Unit Cost	\$ 3.65	\$ 1.99	\$ 1.20	\$ 1.08	\$ .99	\$ .94	\$ .90	\$ .84	\$ .81

## SCHEDULE HOLDERS WITH ADVERTISEMENT VERSIONING



## CUSTOM-DESIGNED SCHEDULE HOLDERS



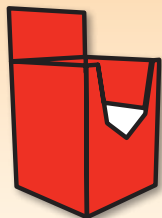
- Multiple advertisers can be changed and printed in various quantities using our digital technology.
- This opportunity can target locations for increased advertising / sponsor revenue.

### SPECIAL ORDER ITEMS

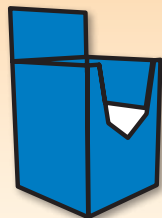
PLEASE CALL OR EMAIL FOR PRICING

- Custom-designed schedule holders utilize your ideas to compliment and accommodate standard-sized pocket schedules. Holders are easy to assemble with rugged construction.

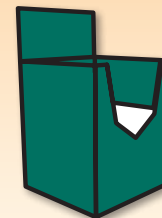
## BULK PACK SCHEDULE HOLDERS BLANK B100-SIZED SCHEDULE HOLDERS



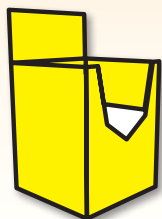
**Red**  
Item B150



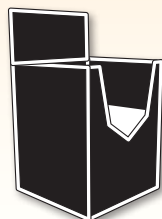
**Blue**  
Item B151



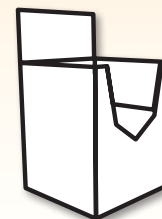
**Green**  
Item B152



**Yellow**  
Item B153



**Black**  
Item B154



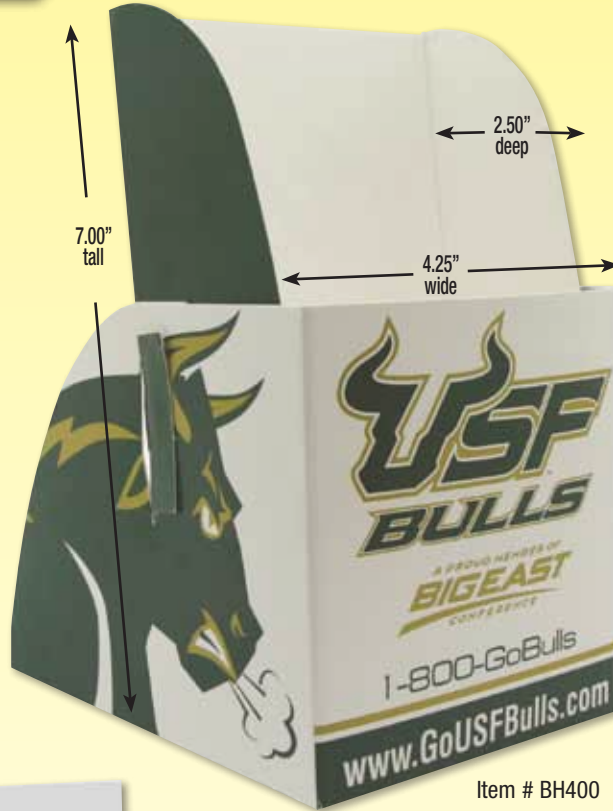
**White**  
Item B155

**Bulk Pack Blank Schedule Holder Boxes:** (Item #B150 thru B155) 1 - 500 boxes = \$.80 each, Additional boxes over 500 = \$.55 each

# brochure and ticket holders

## BROCHURE HOLDERS

- Holders are designed to accept and complement standard brochures.
- Easily customized with your design ideas.
- Generous capacity, will hold approximately 100 8.5" x 11" tri-fold brochures.
- Can be a part of a coordinated marketing effort, with schedules, schedule boxes, brochures and brochure boxes.



## BULK PACK BLANK BH150 BROCHURE HOLDERS



**Red**  
Item BH150



**Blue**  
Item BH151



**Green**  
Item BH152



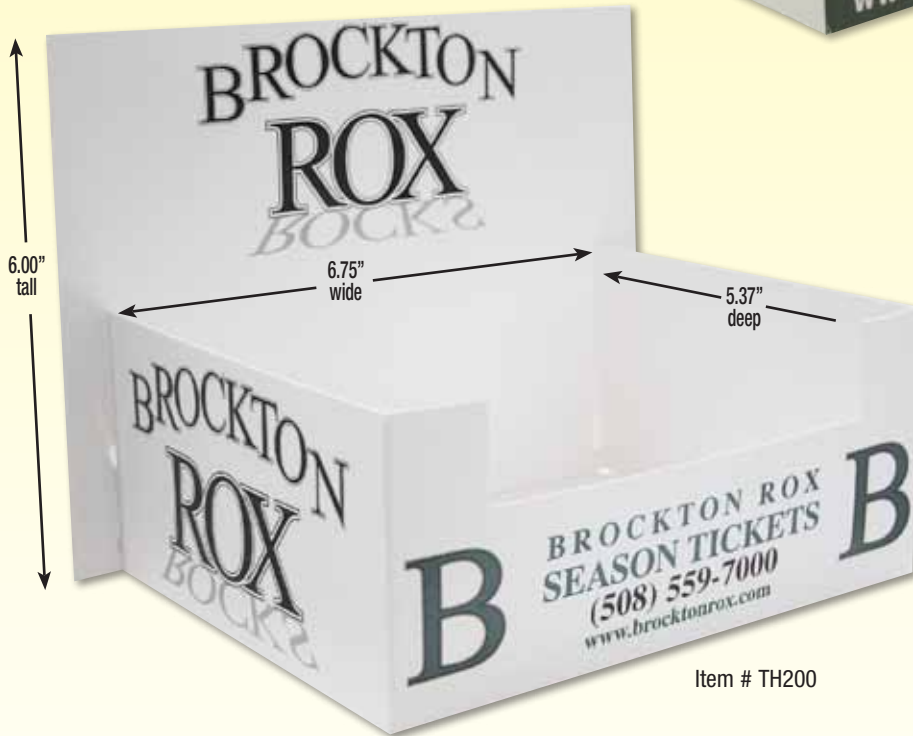
**Yellow**  
Item BH153



**Black**  
Item BH154



**White**  
Item BH155



## TICKET HOLDERS

- Rugged construction, heavyweight paper with interlocking tab and slot assembly.
- Easily customized with your design ideas.
- The holder of a thousand uses!

**2 - Color Brochure or Ticket Holder** – Item BH200 or Item TH200 – Heavyweight paper and interlocking tab and slot assembly.

Quantity	250	500	750	1,000	1,500
Cost	\$ 655.00	\$ 765.00	\$ 820.00	\$ 870.00	\$ 960.00
Unit Cost	\$ 2.62	\$ 1.53	\$ 1.09	\$ .87	\$ .64

**4 - Color Brochure or Ticket Holder** – Item BH400 – or TH400 Heavyweight paper and interlocking tab and slot assembly.

Quantity	250	500	750	1,000	1,500
Cost	\$1,010.00	\$1,105.00	\$1,195.00	\$1,275.00	\$1,400.00
Unit Cost	\$ 4.04	\$ 2.21	\$ 1.59	\$ 1.28	\$ .93

**Special Order Brochure or Ticket Holder** – Item SOBH200, SOBH400 or SOTH200, SOTH400; please call or email for more information.

**Bulk Pack Blank Brochure Holder Boxes:** (Item #BH150 thru BH155) 1 - 500 boxes = \$1.30 each.

## MEDIA GUIDES

- Supplies local and out-of-town announcers and media with critical statistics about your team and players.
- Helps the media to effectively promote your team.
- Please call or email for pricing.



Item # MG100

**SPECIAL ORDER ITEM**

PLEASE CALL OR EMAIL FOR PRICING

## POSTCARDS

- Announces special events inexpensively.
- Custom-designed, high-impact postcards.
- Your choice of 4" x 6" standard-size (Item PC100) and 5.5" x 8.5" super size (Item PC200).



Standard-size  
Item # PC100

Super-size  
Item # PC200

## CROSS MEDIA MARKETING

- Increase response to Season Ticket Holder, Corporate Outing and Group Sales campaigns
- Target your marketing campaigns
- Capture relevant information for customers and prospects
- Measure campaign results

Cross media marketing combines direct mail, email marketing and the internet to create highly effective marketing campaigns. By driving customers to a personalized website you can confirm what you know, gain new relevant and valuable information, streamline your sales process and best of all, its all measurable in real time.

Contact us for more information about this new and dynamic approach to marketing.

## GROUP SALES BROCHURES

- Promotes ticket package specials and highlights important events.
- Full sized brochure.

## SEASON TICKET SALES BROCHURES

- Advertising revenue opportunity.
- Full sized brochure.
- Helps to maintain and grow season ticket sales momentum.

### Standard-Size Postcards – 4" x 6", 4-color printing, Item PC100

Quantity	1,000	2,000	2,500	5,000	10,000
Cost	\$307.00	\$345.00	\$385.00	\$615.00	\$1,110.00
Cost per 1,000	\$307.00	\$175.00	\$154.00	\$123.00	\$111.00

### Super-Size Postcards – 5.5" x 8.5", 4-color printing, Item PC200

Quantity	1,000	2,000	2,500	5,000	10,000
Cost	\$527.00	\$596.00	\$650.00	\$1,050.00	\$1,875.00
Cost per 1,000	\$527.00	\$298.00	\$260.00	\$210.00	\$187.50

Call or email for quantities other than those listed here.

### Brochures - 8.5" x 11", 4 color printing on 100# Gloss Text, Item BR100

Quantity	5,000	10,000	15,000	20,000	25,000	30,000	35,000	40,000	45,000	50,000
Cost	\$935.00	\$1,437.00	\$1,548.00	\$1,855.00	\$2,165.00	\$2,470.00	\$2,780.00	\$3,085.00	\$3,390.00	\$3,700.00
Cost per 1,000	\$187.00	\$147.00	\$103.20	\$92.75	\$86.60	\$82.33	\$79.42	\$77.13	\$75.33	\$74.00

### Brochures - 8.5" x 14", 4 color printing on 100# Gloss Text, Item BR200

Quantity	5,000	10,000	15,000	20,000	25,000	30,000	35,000	40,000	45,000	50,000
Cost	\$1,060.00	\$1,420.00	\$1,780.00	\$2,135.00	\$2,495.00	\$2,855.00	\$3,215.00	\$3,575.00	\$3,930.00	\$4,290.00
Cost per 1,000	\$212.00	\$142.00	\$118.67	\$106.75	\$99.80	\$95.17	\$91.86	\$89.38	\$87.33	\$85.80

Please note: Prices do not include artwork. Prices are based on Print-ready files furnished. Call or email for quantities/sizes other than those listed here.

# other products



## MAGNETIC STICK-ONS

- We offer these promotional pieces as a convenient reminder of your team's schedule.
- Stick them to any clean, smooth metallic surface.

## SPECIAL ORDER ITEMS

PLEASE CALL OR EMAIL FOR PRICING



## NEW!

### "CLING-ZING" STATIC CLING SCHEDULES

- Special "Cling-Zing" material allows durable plastic schedules and calendars to adhere to most any surface, including rough and non-metallic surfaces
- A uniquely premium item with sticking power!

## POSTERS/CALENDAR POSTERS

- Large 18" x 24" posters to promote team, events or season schedules can be custom designed.
- Makes a great contest give-a-away or premium, promotes your team/event in a big way!

## also...

### BOOK STYLE CALENDARS

- Offered in 16- or 28- page formats, colorful calendars can be produced as give-a-ways to give your team year-long promotion.

### TEAM/PLAYER PHOTO LITHOGRAPHS

- Promotes and recognizes individual players or the team.
- Collectable quality to your specifications.

### PROGRAMS

- Program production from design and/or print is available.
- We produce low budget to complex souvenir programs.

### SCORECARDS

- Fans enjoy keeping track of player statistics and you enjoy advertising revenue.

### FULFILLMENT

- Short on staff? We can assemble your schedules into boxes for a nominal fee.

### SPORTS@SPECTRUM GRAPHICS' DESIGN SERVICES

- Our experience in printing for sports allows us to produce creative promotional materials, from concept to delivery.
- Proofing on-line allows convenient, timely completion.