

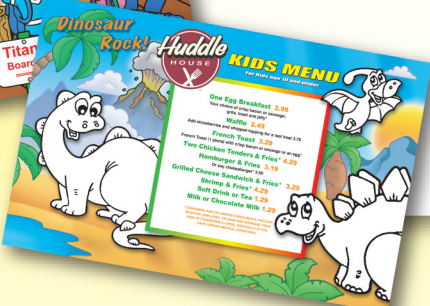
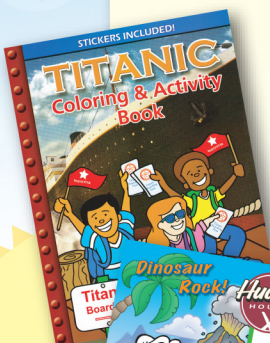
SpryBook!

PROMOTIONS



2011 Catalog

StoryBook! Contents



NEW for 2011 3
Everything New in 2011 for easy reference.

Picture Me® Books 4 - 7
By inserting a child's photo into a book, he or she becomes the star of each Picture Me® story, not only reading their story, but also seeing themselves in a variety of roles.

Picture Me® Books Seasonal Titles 8
Special Picture Me® books for holiday fun highlight Halloween, Christmas, and Easter.

Additional Titles 8
Additional titles available. General ordering guidelines do not apply. Please call for information on pricing and production time.

What Do They Do? Storybooks 9
These wonderful storybooks show and teach children what firefighters, police officers, doctors, dentists, bankers, and credit unions do through descriptive stories and delightful illustrations.

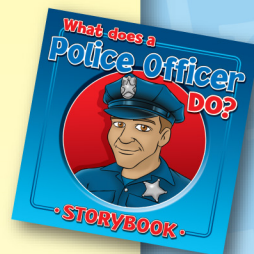
"On-the-Go FUN" Handle Books 9
With this series, your child can be entertained by a storybook that can also be carried along for on-the-go fun!

Coloring with Picture Me® & Crayons 10 - 11
Insert a child's photo into a Coloring with Picture Me® book, then ready to color and they can see themselves in a variety of fun activities. Hours of coloring fun!
Crayons available in a variety of packaging.

NEW TapeTastic™ 12 - 13
Repositionable designer tape for decorating, gift wrapping, and scrapbooking. Sticks where and when you want it to!


Custom Printing & Product Sourcing 14
Let StoryBook Promotions handle your customized printing and product sourcing needs.
From start to finish, or from your own artwork!

General Ordering Guidelines 15



StoryBook! PROMOTIONS

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NEW in 2011!

StoryBook!
PROMOTIONS



NEW PictureMe® Storybooks

See page 4



NEW Coloring with PictureMe®

See pages 10 & 11



NEW Packaging

See page 11

Decorate! Gift Wrap! Scrapbook!



NEW TapeTastic®

Repositionable Designer Tape

See pages 12 & 13

NEW! NEW! NEW! NEW!



Picture Me® Recycling

Item No. PM0192

Children learn how they can conserve the Earth's natural resources! Insert a child's photo and they see themselves recycling paper, glass, aluminum cans, and more.



Picture Me® As A Sheriff

Item No. PM0290

Your child can learn what is like to be a sheriff. Ride along in a patrol car and experience what it is like to help keep people safe and order in our courts.

New!



Picture Me® As A Police Officer

Item No. PM0181

Insert a child's photo and experience what it's like to be a police officer! Ride along in a patrol car, learn about K-9 dogs, mounted police, and how a police officer works to keep us safe.



Sample Spread

New!



Picture Me® Exercising

Item No. PM0182

Insert a child's photo and learn how exercising can be fun! Shows ways to live a healthy and happy life by participating in fun activities such as basketball, swimming, soccer and more.



Picture Me® Safe In My Home

Item No. PM0191

Children learn how to be safe in their home. Insert a child's photo and they learn about computer safety, poisoning, burns, electrical shock, falling, and more.

By inserting a child's photo into a book, he or she becomes the star of each Picture Me® story, not only reading their story, but also seeing themselves in a variety of roles.

FORMAT: 6" x 6" • 10 pages • Softcover
 IMPRINT AREA: 4-3/4" x 2-1/4" on back cover
 IMPRINT COLOR: Black

* Custom titles available with minimum quantity requirements.



Your logo printed prominently on back of book!



Printed with EcoSmart inks on paper containing 20% post consumer recycled content

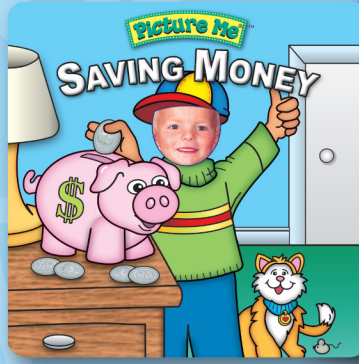
* Conforms to CPSIA Standards



Picture Me® Drug Free

Item No. PM0122

Learn to live a healthy, drug free life. Insert a photo and your child can see themselves in a variety of situations and to make the right choice to smoking, alcohol and drugs.



Picture Me® Saving Money

Item No. PM0193

It's fun to save money! Insert a child's photo and they can learn about the value of money, saving for something special, how a bank works, writing a check and more.



Sample Spread



Picture Me® Safe In The Car

Item No. PM0196

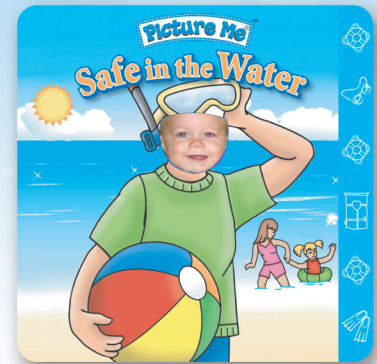
It's fun to go places in the car! Insert your child's photo and they can learn about car safety, such as seat belts, how to use car seats or booster seats, and much more.



Picture Me® Safe On My Bike

Item No. PM0194

Insert your child's photo and they can see themselves having fun while learning how to be safe riding their bike in a variety of situations.



Picture Me® Safe In The Water

Item No. PM0199

Learn water safety in a fun way. Insert a photo inside and your child sees themselves having fun and being safe at the beach, pool, boating and more.



Picture Me® With A Healthy Smile

Item No. PM0137

Your child can learn how to take care of teeth by brushing, flossing, and regular visits to the dentist and hygienist. Insert a photo inside and SMILE.



Picture Me® In The Hospital

Item No. PM0136

It's not so scary going to the hospital. Insert a child's photo and they learn what to expect when they go to the hospital. Features doctors, nurses, tests, and more.



Picture Me® Caring for My Pet

Item No. PM0109

Insert a child's photo and they can see themselves having fun while learning how to take care of a variety of pets from dogs, cats, birds and even ssssss...snakes.

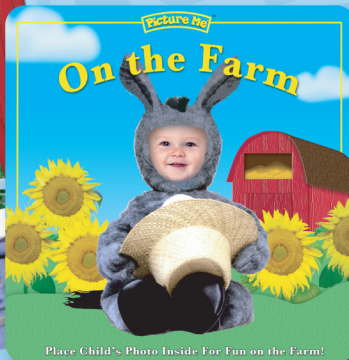
2011 Pricing Picture Me® Books

Imprint Charge: \$45.00 (T) one color black
Imprint Area: 4-3/4" x 2-1/4"

QUANTITY	250	500	1000	2500	5000	10000+
RETAIL PRICE	0.89	0.83	0.80	0.77	0.74	0.71 (6R)



Sample Spread



Picture Me® On The Farm

Item No. PM0170

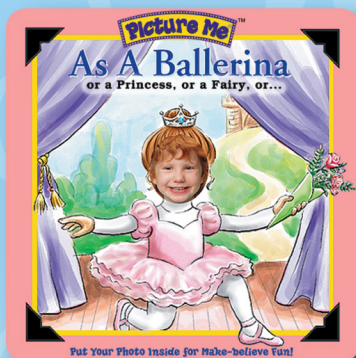
Baby visits Peek-A-Boo Farm. Piggies, donkeys, mice, and chickens play peek-a-boo with baby over and over again.



Picture Me® As A Rescue Hero

Item No. PM0195

Live a day in the life of a firefighter. Race to the rescue as a member of the military. Be a hero at the hospital as a doctor.

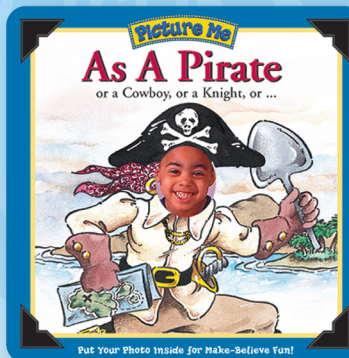


Picture Me® As A Ballerina

or a Princess, or a Fairy, or...

Item No. PM0100

Little girls delight in playing make believe. Insert photo inside they become a ballerina, princess, fairy, cowgirl, and more.

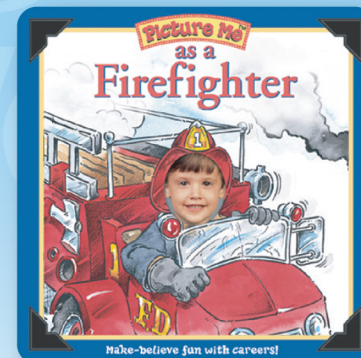


Picture Me® As A Pirate

or a Cowboy, or a Knight, or...

Item No. PM0175

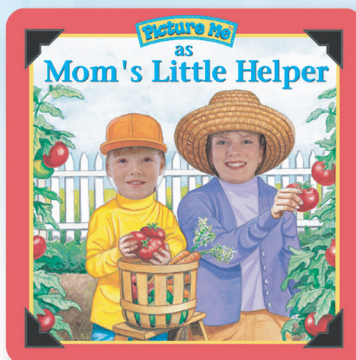
Make-believe has never been easier. Insert a child's photo and they can travel to far-away lands as a pirate, cowboy, knight, and more.



Picture Me® As A Firefighter

Item No. PM0130

Insert a child's photo and experience what it is like to be a firefighter! Ride along on a racing firetruck, learn fire safety practices, and how to use 9-1-1 in an emergency.



Picture Me® Mom's Little Helper

Item No. PM0155

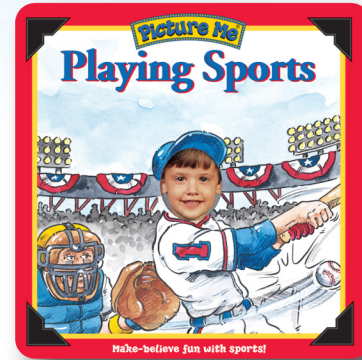
Children can help Mom make breakfast, tidy up the playroom, and water the garden. Insert a photo inside of Mom and child and have fun!



Picture Me® Dad's Little Helper

Item No. PM0120

Children can help Dad barbeque, mow the lawn, and build a tree house. Insert a photo inside of Dad and child for a fun day together!



Picture Me® Playing Sports

Item No. PM0180

Insert a child's photo inside and he or she becomes an all-star athlete shown succeeding on the court, and on the field. Sports include: baseball, football, soccer, hockey, and more.

2011 Pricing Picture Me® Books

Imprint Charge: \$45.00 (T) one color black
Imprint Area: 4-3/4" x 2-1/4"

QUANTITY	250	500	1000	2500	5000	10000+
RETAIL PRICE	0.89	0.83	0.80	0.77	0.74	0.71 (6R)



Picture Me® Letters

Item No. PM0150

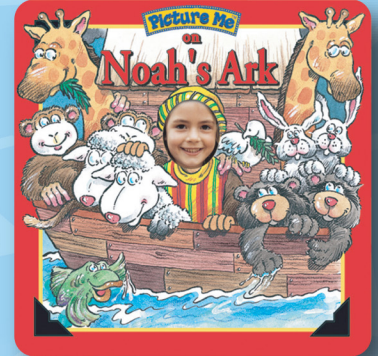
Baby learns their ABC's. Insert his or her photo to personalize the alphabet.



Picture Me® Numbers

Item No. PM0165

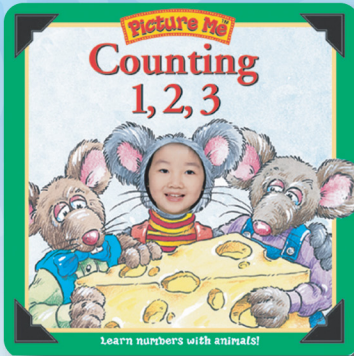
Baby learns to count from 1 to 10 with the help of baby animals and plant friends.



Picture Me® On Noah's Ark

Item No. PM0160

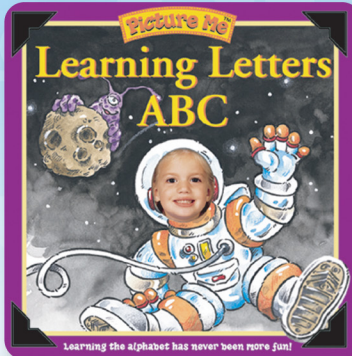
Insert a photo inside and the child is on the ark sharing adventures with Noah and caring for all the animals.



Picture Me® Counting 1, 2, 3,

Item No. PM0110

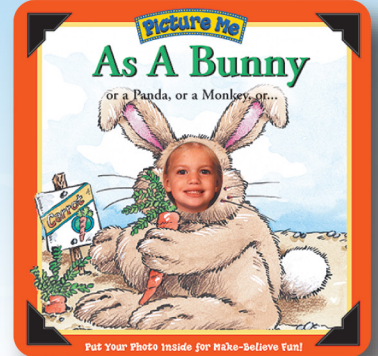
Children learn the basics of counting with the help of number loving animals. Mice, raccoons, peacocks, and tigers are just a few of the characters in this counting extravaganza!



Picture Me® Learning Letters ABC

Item No. PM0145

Insert a child's photo inside and they can learn the basics of letter recognition while pretending to be an astronaut, magician, porcupine, and more. This is a wonderful tool to help children begin reading.



Picture Me® As A Bunny

or a Panda, or a Monkey, or...

Item No. PM0105

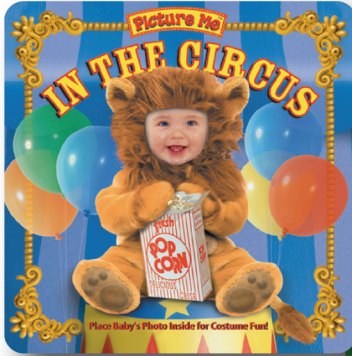
It's fun to dress-up and pretend! Insert a child's photo and they can see themselves as a cuddly bunny, a friendly dragon, a curious monkey, a leaping frog, and more.



Picture Me® Fruits & Veggies

Item No. PM0132

Children learn in a fun way the five major food groups: grains, veggies, fruits, milk, meat & beans. The child sees themselves in various activities as they learn how each is good for their growing bodies.



Picture Me® In The Circus

Item No. PM0140

The circus is in town! Place child's photo inside book and baby becomes the star of the circus as a roaring lion, jolly clown, monkey and juggling bear.



Sample Spread



Printed with Ecosmart inks on paper containing 20% post consumer recycled content

* Conforms to CPSIA Standards

Picture Me® Seasonal Titles



Special Picture Me® books for holiday fun!
 Insert a child's photo into a book,
 and they see themselves enjoying a
 variety of seasonal situations.
 Great stocking stuffers!

FORMAT: 6" x 6" • 10 pages • Softcover
 IMPRINT AREA: 4-3/4" x 2-1/4" on back cover
 IMPRINT COLOR: Black

* Custom titles available with minimum
 quantity requirements.



Picture Me® Springtime Babies
 Item No. PM0115

Baby is featured as a cuddly bunny,
 playful puppy, curious kitten, and lovable
 lamb in this perennial favorite.



Picture Me® On Halloween
 Item No. PM0135

Celebrate Halloween all year long! Insert a
 photo and children can see themselves as a
 magician, juggler, pumpkin, dinosaur, and
 other adorable costumes.

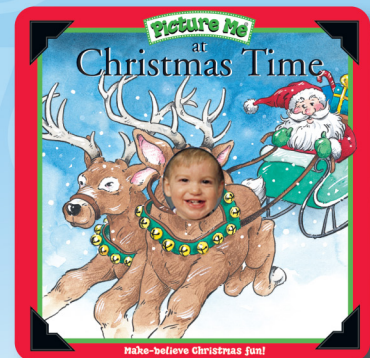


Sample Spread



Picture Me® Winter Wonderland
 Item No. PM0200

There are lots of fun things to do on a snowy
 winter day! Insert a photo inside and the child
 sees themselves skiing, ice skating, sledding,
 building a snowman, and more.



Picture Me® A Christmas Time
 Item No. PM0185

Perfect for the Christmas season, this book
 lets children get in on the holiday fun when
 they see themselves as a reindeer, an elf,
 an angel, and more.



Picture Me® On Santa's Knee
 Item No. PM0190

As a close friend of Santa, the child gets to
 ride along in the sleigh, fly over the rooftops,
 and deliver gifts to good boys and girls.

2011 Pricing Picture Me® Books

Imprint Charge: \$45.00 (T) one color black
 Imprint Area: 4-3/4" x 2-1/4"

QUANTITY	250	500	1000	2500	5000	10000+
RETAIL PRICE	0.89	0.83	0.80	0.77	0.74	0.71 (6R)

Additional Titles

Additional titles are available

Pricing and quantities may vary.
 General ordering guidelines do not apply.
Please call for additional information
 on pricing and production time.

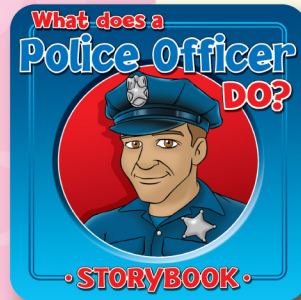


Printed with Ecosmart inks on paper
 containing 20% post consumer recycled content

* Conforms to CPSIA Standards



Item No. SB0430 **What Does A Firefighter Do?**

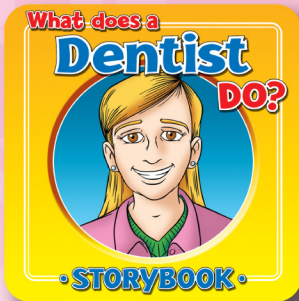


Item No. SB0440 **What Does A Police Officer Do?**

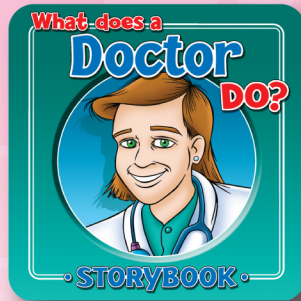
This series of FUN illustrated books help children learn what it would be like to be a doctor, firefighter, police officer, and more!

FORMAT: 6" x 6" • 12 pages • Softcover
IMPRINT AREA: 4-3/4" x 2-1/4" on back cover
IMPRINT COLOR: Black

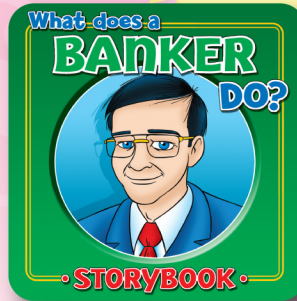
* Custom titles available with minimum quantity requirements.



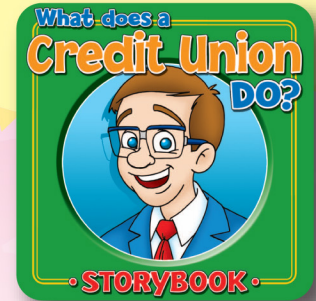
Item No. SB0410 **What Does A Dentist Do?**



Item No. SB0420 **What Does A Doctor Do?**



Item No. SB0400 **What Does A Banker Do?**



Item No. SB0405 **What Does A Credit Union Do?**

2011 Pricing What Does A...Do?

Imprint Charge: \$45.00 (T) one color black
Imprint Area: 4-3/4" x 2-1/4"

QUANTITY	250	500	1000	2500	5000	10000+
RETAIL PRICE	0.63	0.59	0.56	0.53	0.51	0.49 (6R)

Printed with Ecosmart inks on paper containing 20% post consumer recycled content

* Conforms to CPSIA Standards



Handle Storybooks

FORMAT: 6" x 6" • 12 pages • Softcover
IMPRINT AREA: 4-3/4" x 2-1/4" on back cover
IMPRINT COLOR: Black

These delightful books feature fun stories with a carry-along handle just the right size for little hands!

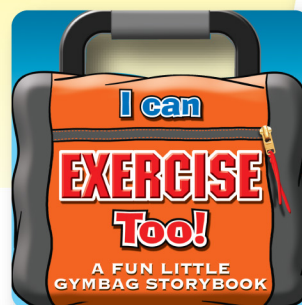
* Custom titles available with minimum quantity requirements.



Item No. HB0520
When I Go On Vacation



Item No. HB0505
I Can Be A Doctor Too!



Item No. HB0510
I Can Exercise Too!



Item No. HB0500
I Can Build Things Too!

2011 Pricing Handle Books

Imprint Charge: \$45.00 (T) one color black
Imprint Area: 4-3/4" x 2-1/4"

QUANTITY	250	500	1000	2500	5000	10000+
RETAIL PRICE	0.77	0.74	0.71	0.67	0.65	0.62 (6R)

Coloring fun from Picture Me®!
Insert a child's photo into a book, then
ready to color and they can see
themselves in a variety of fun activities.
Loads of FUN!

FORMAT: 6" x 6" • 10 pages • Softcover
IMPRINT AREA: 4-3/4" x 2-1/4" on back cover
IMPRINT COLOR: Black

* Custom titles available with minimum
quantity requirements.

New!



Coloring with Picture Me® Easter Time

Item No. PMC0106

Insert a child's photo and hop on down the
Easter Bunny Trail! Fun to color favorite activities
such as picture day with the Easter Bunny,
color Easter eggs, and find hidden
Easter items!

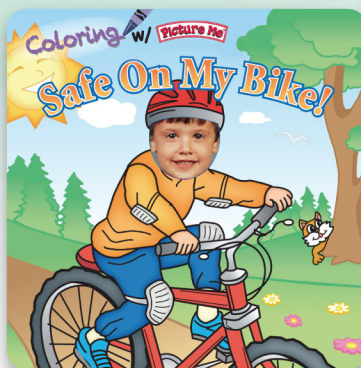
Sample Spread



Coloring with Picture Me® In The Hospital

Item No. PMC0103

It's not so scary going to the hospital.
Insert a child's photo and color as
they learn what to expect when they go
to the hospital. Features doctors, nurses,
tests, and more.



Coloring with Picture Me® Safe On My Bike

Item No. PMC0105

Insert your child's photo and then
color to can see themselves having
fun while learning how to be safe riding
their bike in a variety of situations.

New!



Coloring with Picture Me® Making Compost*

Item No. PMC0107

It's easy to make your own compost!
Insert a child's photo and color as they
learn step by step how to make compost
while helping the environment.

*NOTE: List Pricing does not apply to
this title. Please call for pricing.

2011 Pricing Coloring with Picture Me®

Imprint Charge: \$45.00 (T) one color black
Imprint Area: 4-3/4" x 2-1/4"

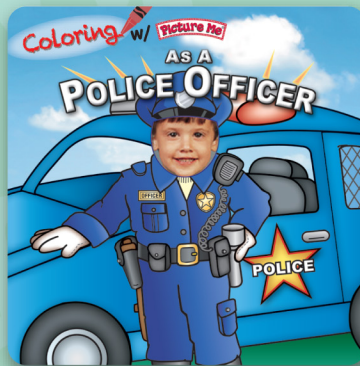
QUANTITY	250	500	1000	2500	5000	10000+
RETAIL PRICE	0.89	0.80	0.78	0.74	0.71	0.68 (6R)



**Coloring with Picture Me®
Caring for My Pet**

Item No. PMC0101

Insert a child's photo and they can have coloring fun while learning how to take care of a variety of pets from dogs, cats, birds and even sssss...snakes.



**Coloring with Picture Me®
As A Police Officer**

Item No. PMC0100

Insert a child's photo and experience what it's like to be a police officer! Fun to color and ride along in a patrol car, learn about K-9 dogs, and how a police officer works to keep us safe.



**Coloring with Picture Me®
Recycling**

Item No. PMC0102

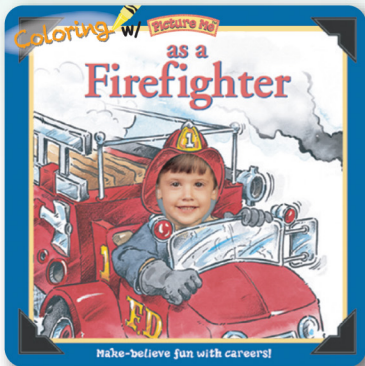
Insert a child's photo and they can color and learn how to conserve the Earth's natural resources by recycling paper, glass, aluminum cans, and more.

4 Count Box
as low as...
0.29!



CRAYONS

We also do custom crayons.
Contact us for details.



**Coloring with Picture Me®
As A Firefighter**

Item No. PMC0104

Insert a child's photo and experience what it is like to be a firefighter! Fun to color and ride along on a racing firetruck, learn fire safety practices, and how to use 9-1-1 in an emergency.



* All our crayons have been safety tested and comply with the NEW CPSIA guidelines.

2011 Pricing Crayons

4ct box

Box: 3-3/4" x 1-1/2" x 3/8"

No logo or imprint area on box.

QUANTITY	720	1440	2160	2880	3600+
RETAIL PRICE	0.31	0.29	0.29	0.29	0.29 (5R)

4ct Cello

2ct Cello

QUANTITY	250	500	2000	5000	1000
RETAIL PRICE	0.22	0.215	0.20	0.19	0.17 (5R)
RETAIL PRICE	0.20	0.195	0.18	0.155	0.13 (5R)



Printed with Ecosmart inks on paper containing 20% post consumer recycled content

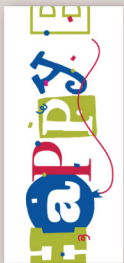
* Conforms to CPSIA Standards

New! Promote your business in a NEW creative way!
Decorate! Gift Wrap! Scrapbook!

OCCASIONS



Birthday Balloons
OC001



Happy Birthday
OC002



Christmas Trees
OC003



Merry Christmas
OC004



Love Birds
OC005



Special Couple
OC006



Candy Cane
OC013



Fancy Trees
OC014



Happy Holidays
OC015



HoHoHo
OC016



Tiny Trees
OC017



Snowflakes
OC018



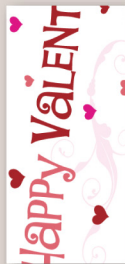
Baby Girl
OC007



Baby Boy
OC008



Baby Feet
OC009



Happy Valentine's
OC010



Hearts
OC011



Pretty Packages
OC012

ONE-COLOR PATTERNS



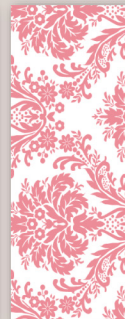
Leopard
PT001-SB



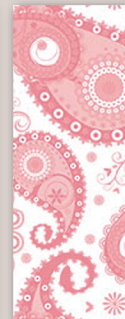
Zebra
PT002-SB



Gingham
PT003-SB



Damask
PT004-SB



Paisley
PT005-SB



Argyle
PT006-SB



Little Dots
PT007-SB



- Repositionable designer tape
- Acid Free / Photo Friendly
- Sticks when & where you want it to
- Won't tear photographs or paper



SWATCHES

All patterns shown in this section also available in these COLORS.
 NOTE: When ordering patterns, use item numbers **and** add color suffix

BL Blossom	AQ Aqua Pool	PP Poppy
CG Chartreuse Green	RD Red	SG Sage
SB Strawberry	BR Chocolate	GR Gravel
BB Bluebell	CR Curry	BK Black
KH Khaki	CB Cobalt	PY Paypaya
MS Moss	PL Plum	HP Hot Pink

* **Custom Printing Available.**
CALL for more information.

Happy Holidays from Annie's Attic

GET IT PERSONALIZED!
Great way to promote
your company or special event!



SPORTS



Golf SP001 Football SP002 Basketball SP003 Soccer SP004 Baseball SP005

MISCELLANEOUS



Dog MC001 Cat MC002 Summer Vacation MC003 Christian MC004

TWEENS



Peace TW001 Circles & Dots TW002 Spirograph TW003 Owls TW004 Retro Flowers TW005

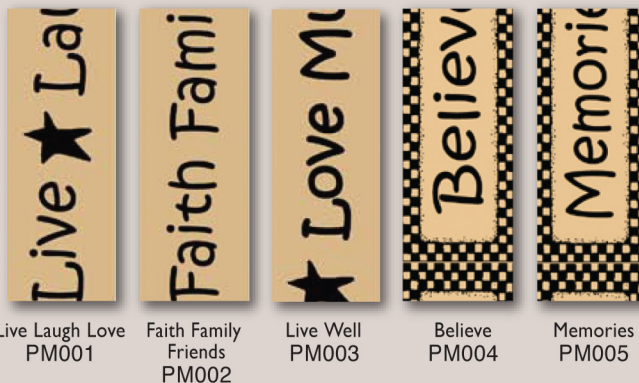


Graduation MC005 Music Notes MC006 Charming Flowers MC007 Traditional Leopard MC008

SOLIDS

Blossom FC001	Aqua Pool FC002
Poppy FC003	Chartreuse Green FC004
Red FC005	Sage FC006
Strawberry FC007	Chocolate FC008
Gravel FC009	Bluebell FC010
Curry FC011	Black FC012
Khaki FC013	Cobalt FC014
Papaya FC015	Moss FC016
Plum FC017	Hot Pink FC018

PRIMITIVES *printed on brown craft paper tape



Live Laugh Love PM001 Faith Family Friends PM002 Live Well PM003 Believe PM004 Memories PM005

2011 Pricing TapeTastic[®] (48 rolls per case)

QUANTITY	1 to 5	6 to 10	11 to 20	21+
RETAIL PRICE per Roll	1.82	1.73	1.66	1.57 (R)

* Custom Printing Available. CALL for more information.



TapeTastic
repositionable styles that stick

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General Ordering Information

Purchase Orders — All purchase orders should be faxed or e-mailed to StoryBook Promotions. Please include complete billing information, including your phone and fax numbers. We also must have complete shipping information, including any firm shipping dates. Any imprinted orders received requesting a ship date sooner than 10 working days will automatically incur a rush charge.

Repeat Orders — Identify repeat orders by giving us your most recent previous order number, date of order, and our invoice number. New art will need to be submitted on repeat orders older than 1 year.

Volume Quotations — Special price quotations are available for quantities exceeding those in this catalog. E-mail or fax Customer Service for pricing.

Custom Orders — The minimum order for a completely custom item is 5,000 pieces. Fax or e-mail for quote. Allow up to 5 working days for reply.

Order Revisions — Revisions to orders must be approved by Customer Service. Corrections or changes may delay orders already in production. All order revisions must be faxed or e-mailed to Customer Service.

Overrun and Underrun — We strive to produce exact quantities. However, we reserve the right to a 10% allowance per industry standard.

Cancellations — Cancelled orders will incur a \$45.00 net cancellation fee plus any applicable plate charges. Order are not subject to revision or cancellation after production has been initiated.

Return or Claims — All return authorizations or disputes on orders must be made within 30 days delivery of the order. We will not be responsible for unauthorized returns.

Shipping Information — All orders will be shipped F.O.B. factory in Ohio, normally by FedEx ground or truck, depending on the weight of the shipment. Upon authorization, we will ship FedEx Express (provide FedEx number for shipping) or parcel post. We do not ship C.O.D.

Carrier Delays — We cannot be responsible for carrier delays.

Delivery Time — Normal production time for imprinted items is 10-15 working days after receipt of order or approval of art. Unimprinted items will normally ship within 2-3 working days.

Rush Service — Available upon authorization and our ability to meet your deadline. \$25.00 net minimum charge.

Drop Ship — \$5.00 net per ship to address after the first.

Proof — \$5.00 per electronic proof.

E-mailed Artwork — All artwork must be sent in black and white only. High resolution (at least 300 dpi), JPEG or TIFF file. Send artwork to: art@storybookpromos.com.

Imprint Color — Black ink only. In order to print anything other than black (up to 4 colors) you must order a minimum of 5,000 pieces of one title and will incur an additional charge. Call or e-mail for quote for color imprint.

Shrink Wrap — Shrink wrap is available. Please, fax or e-mail for information and price quote.

Sample Requests — Fax or e-mail requests to Customer Service. Samples ship by U.S. mail unless UPS or FedEx number is supplied.

Customer Service — Email questions or requests to Customer Service: art@storybookpromos.com.