

2007



BetterLife *live*



promoting a better way of life

Better Life Line - Product Features



As Low As
\$.49 (C)

POCKET SLIDER™

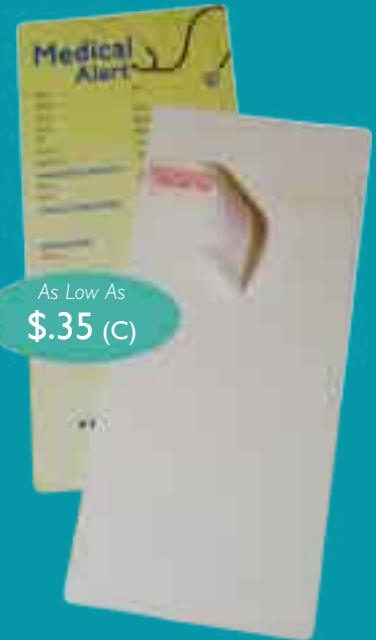
- Interactive! Informative!
- Easy to use slide chart
- Over 50 titles to choose from
- Quality product with high-perceived value



As Low As
\$.98 (C)

POCKET DOCTOR™ Pocket Pro™ Mini Pocket Pro

- Info-packed, accordion-fold reference guides
- Custom covers, custom contents – no problem
- Compact and convenient
- Comes with clear protective sleeve



As Low As
\$.35 (C)

POST Ups™

- High quality aqueous coated card stock
- Hang up your important messages
- Feel good advice and information



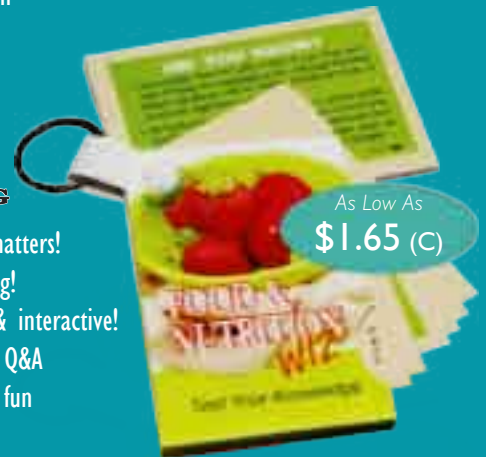
As Low As
\$.82 (C)

Planners & Trackers

- Internal pockets hold 2 cards
- Record your transactions and personal info
- Fun and functional
- Credit card sized for convenience

WIZ KEY TAG™

- Trivia that matters!
- It's a key tag!
- Informative & interactive!
- 36 pages of Q&A
- Long lasting fun



As Low As
\$ 1.65 (C)

KEYPoints™

- Folds to a credit card size
- Fits into any wallet
- Eight panels of information
- Quality card stock



As Low As
\$.25 (C)

Table of Contents

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	• Success Stories		• Planners & Trackers
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a better way to deliver your communication!

The Better Life Line now offers display stands for your client's presentation of our products. Fingertip accessibility to a wealth of knowledge displayed in an organized manner. Two models to choose from: four-tier clear plastic counter top or a spinner floor model. **A GREAT VEHICLE FOR A GREAT PRICE!**

Item # CTD: Four-Tier Counter Top Display \$5(z)

Item # SFD: Spinner Floor Display \$198(z)

Perfect for: Health Fairs, Conventions, Seminars, Pharmacies, Doctor's Offices, Universities, Schools, Community Health Departments, Health Food Stores, Fitness Centers, Banks, Credit Unions and More!

Counter Top Display:
10-1/2" H x 4-3/8" W x 6-1/4" D
Weight: 1 lb.

Spinner Floor Display:
63" H x 13-1/5" Base
Weight: 17.8 lbs.



CALENDAR BEST SELLERS

“Everybody uses them. Calendars work! Better Life Line applies their attention to detail to this phenomenal category

Horizontal display of calendar spread

13-MONTH POCKET-SIZED CALENDAR AND PLANNER

- 32 page books with ample room to record notes, appointments and more.
- Convenient size, stays with you all year long.

3 great new titles:

- **Good Health • Safety • Inspiration**

	Quantity	250	500	1,000	2,500	5,000
Pocket Calendar		\$.99	.95	.89	.84	.79 5C



SPORTS BEST SELLERS Football, NASCAR, Golf

“America is passionate about sports. Fans love tracking their favorites. These sports schedules and trackers allow businesses to associate their

- Follow your favorites throughout the year.
- Your promotional message on display for an entire season!
- Various formats – priced for any budget.

	Quantity	250	500	1,000	2,500	5,000
Mini Pro		\$.98	.89	.84	.79	.75 5C
Key Points		\$.38	.32	.29	.27	.25 5C

Custom products available for:

- **Basketball**
- **Hockey**
- **Baseball**
- **College**



POCKET SLIDERS BEST SELLERS Millions of copies sold!



Will from Iowa, a seventeen-year rep says: "Pocket Sliders are a staple for educating and informing people in an interesting format. They are great for trade

- Interactive! Informative! Easy to Use!
- Timely topics to communicate your message.
- Quality product with a high-perceived value.

Easy As 1-2-3

1. Pull down insert card
2. Line up dot with selected topic
3. View information in the cut-out window

Available topics:

- Health
- Fitness
- Nutrition
- Safety
- Financial
- Football

Quantity	250	500	1,000	2,500	5,000
Pocket Slider	\$.64	.61	.57	.52	.49 5C

MED-TRACKER & MINI CARDHOLDER BEST SELLERS



Back cover imprint

One happy distributor who has sold thousands of Med-Trackers writes: "The Med-Tracker is a product needed by everyone. One of the first questions that your doctor or a pharmacist will ask is, 'What medications are you currently taking?' This product helps you answer that question and your customer's

- Your medical history at your fingertips
- Track your medications, blood pressure, glucose, cholesterol and more!
- Holds insurance and appointment cards
- A perfect size to fit in a wallet or purse

Customization available:
Makes a great gift card holder
16 pages in full color; fully
customized to meet your needs.

Quantity	250	500	1,000	2,500	5,000
Tracker/Planner	\$1.09	.99	.95	.89	.82 5C

WIZ Key Tag Series

WIZ™ KEY TAG

it's a **KEY TAG!**
it's **MIND GRABBING,**
INFORMATIVE,
INTERACTIVE,
and **LOADED** with fun!



NEW!



W101



Back Cover Imprint

Quantity	250	500	1,000	2,500
Wiz Key Tag	\$2.39	1.99	1.75	1.65
Set Up:	\$35(G)			
Product:	2-1/4" x 3-1/2"			
Imprint:	2-1/4" x 1-1/8", see foil colors on page 46			

Trivia that matters!



W102



W103



W104



As Low As
\$1.65 (C)

W105



W106



W107



W109



W108

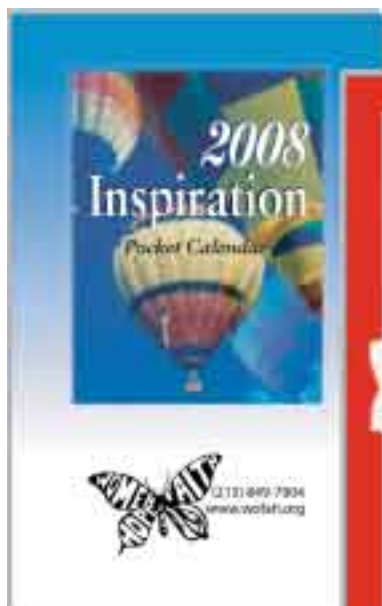


We do
all the work
GET ONE
Customized!

Custom Wiz Cover

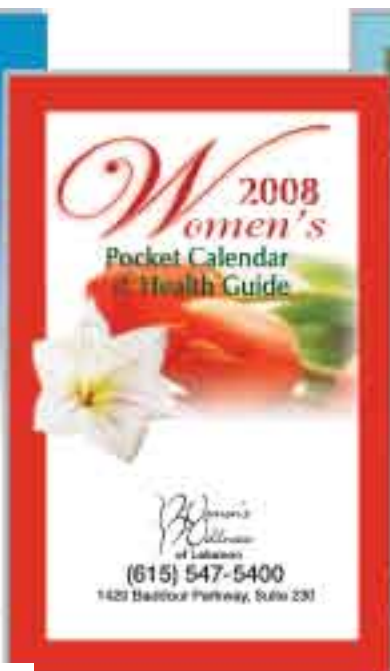
Test Your Knowledge

Pocket Calendars and Coloring & Activity Books



#9501

As Low As
\$.79 (C)



#9500



#9502



#9503



Horizontal display of inside calendar spread

2008 POCKET CALENDARS & PLANNERS

- 32 page format includes 13 monthly calendar spreads
- Full color photographs
- Convenient and easy-to-use
- Your customer's message is seen for the entire year - a sure winner!
- Low-low price point
- Customization available



Quantity	250	500	1,000	2,500	5,000
Pocket Calendar	\$.99	.95	.89	.84	.79 5C

NEW!

Set Up: \$35(G). Product: 3-3/4" x 6"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



As Low As
\$.46 (C)

Introducing the *Learning is Fun*™

Children's Educational Coloring
& Activity Books

- Fun filled activities for Kids
- Coloring is fun – **LEARNING IS FUN!**
- Educational & entertaining – creativity sparks learning!

Quantity	250	500	1,000	2,500	5,000
Coloring Book	\$.62	.57	.54	.48	.46 5C

Set Up: \$35(G). Product: 8" x 10-1/2"
Imprint: 5" x 1-1/2", see foil colors on page 46

Fire Safety
My Visit to the Doctor
My Visit to the Pharmacy
My Visit to the Bank

Healthy Eating
My Friendly Police Officer
Say NO to Drugs
Fitness is Fun

Pro Football

#7040 PRO FOOTBALL KEY POINTS

– 2007 SEASON SCHEDULE GUIDES

#2140 PRO FOOTBALL POCKET SLIDER

– 2007 SEASON SCHEDULE GUIDES

Follow your favorite pro football teams all season long with these attractive schedule cards for the 2007 season. The Key Point Series lists every game for each week of the season in an easy-to-read format. Pocket-sized schedules allow your message to be read all season long!

The Pocket Slider Series lists every game for each week of the season in sliding chart format. Conferences and divisions are broken down so that you can chart your team's progress toward the playoffs with this product.

Quantity	250	500	1,000	2,500	5,000
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Key Points	\$.38	.32	.29	.27	.25 5C
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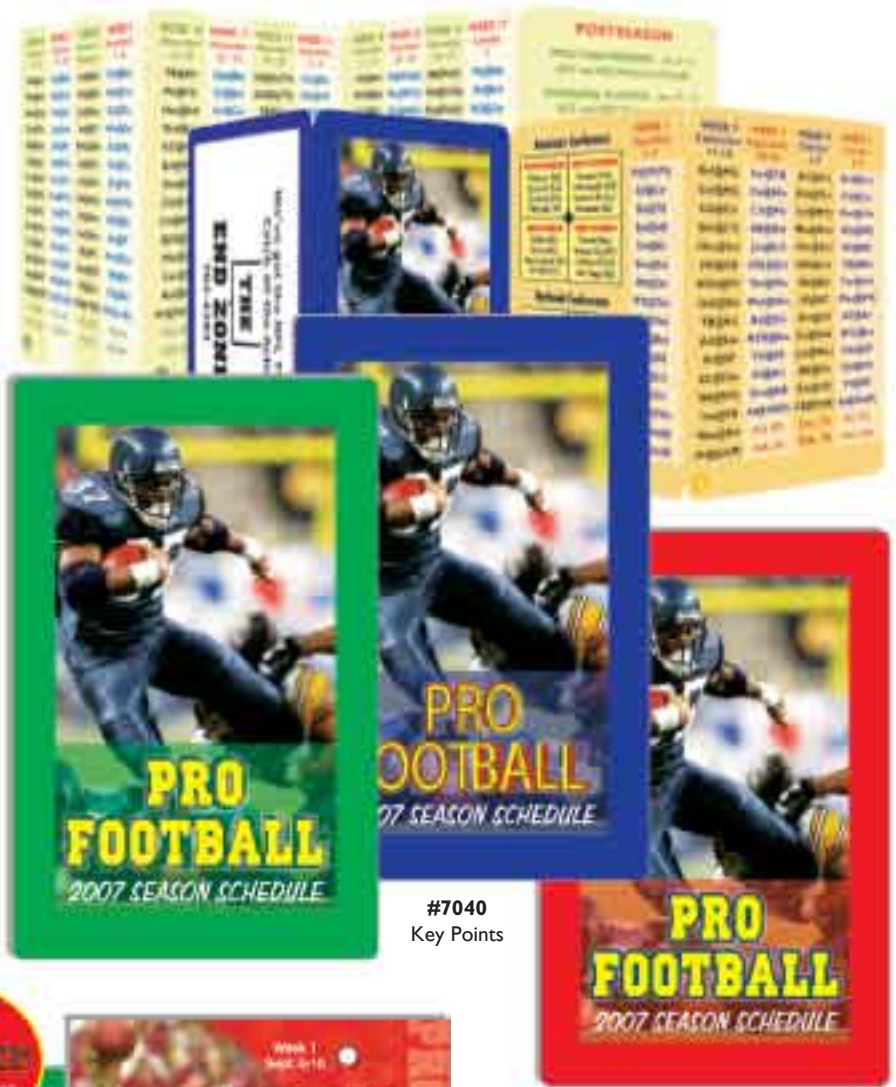
Set Up: \$35(G). Product: 2-1/8" x 3-3/8"

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

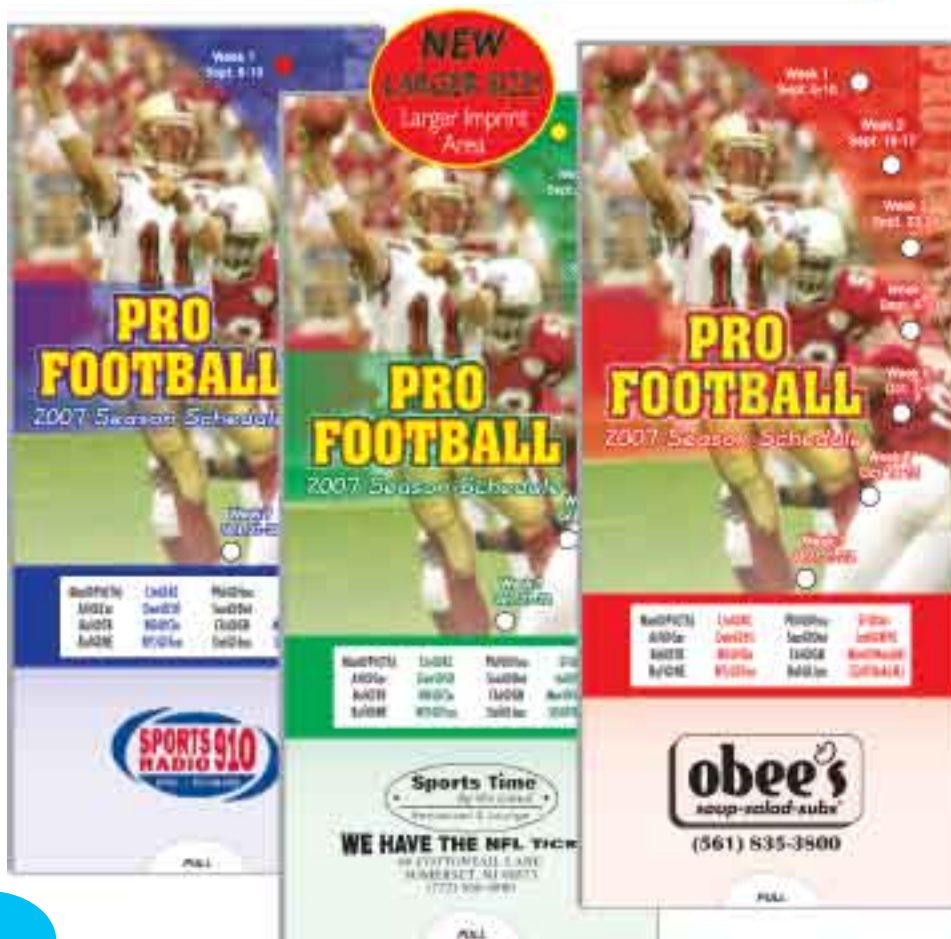
Imprint on back cover. Key Points ship flat.

Red, Green & Blue!

Ship in assorted colors for better presentation



#7040
Key Points



Ask About...
Individual Team
Pro & College
Sports
Schedules

#2140
Pocket Slider

- Season long schedule, including post-season
- Easy-to-read format
- Every game – every week
- Conference and division breakdowns
- Chart your team's progress

Quantity	250	500	1,000	2,500	5,000
Pocket Slider	\$.52	.47	.45	.42	.39 5C

Set Up: \$35(G). Product: 3-3/4" x 8-1/2"

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

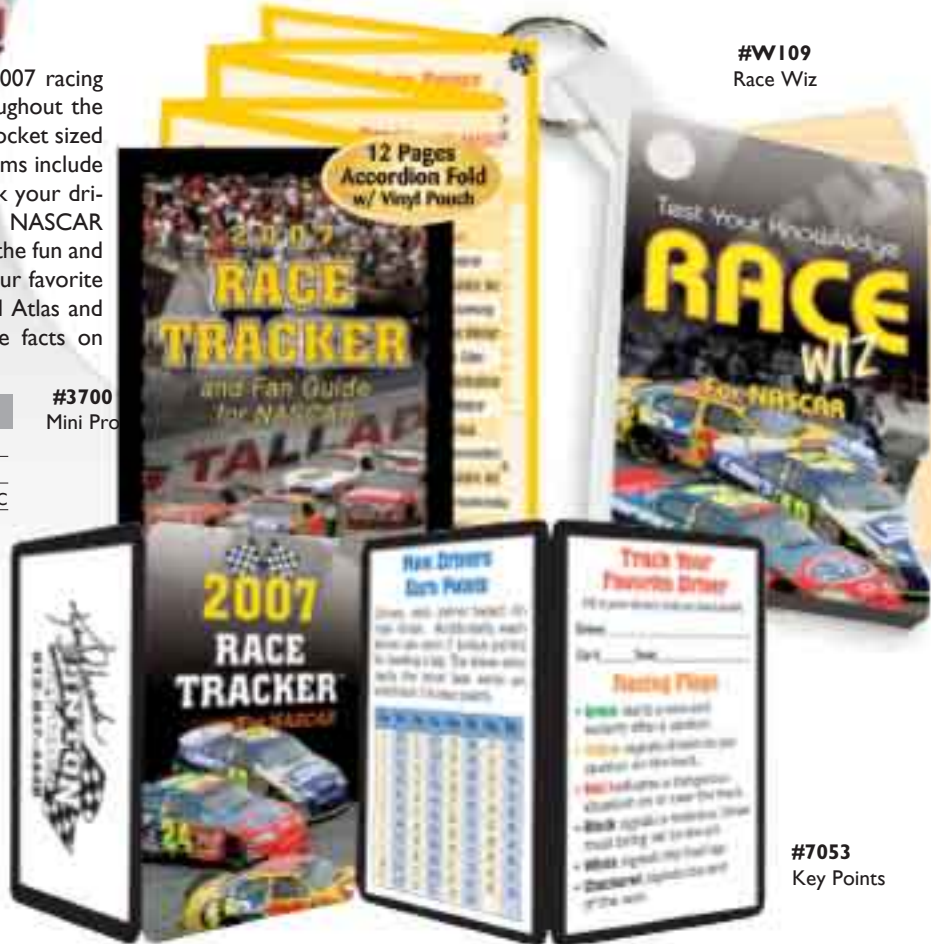
NASCAR NEW!

Four great items for fans to follow the 2007 racing season! Track your favorite drivers throughout the season as they race for the cup with our pocket sized Key Point or Mini Pro Fan Guide. Both items include the full season schedule and space to track your driver's progress. Test your knowledge of NASCAR with 36 pages of questions and answers in the fun and interactive Race WIZ Key Tag. Follow your favorite drivers around the country with the Road Atlas and Raceway Guide, which contains extensive facts on more than 20 speedways.

Quantity	250	500	1,000	2,500	5,000
#3700	\$.98	.89	.84	.79	.75 5C
#7053	\$.38	.32	.29	.27	.25 5C
#W109	\$2.39	1.99	1.75	1.65	— AB2C

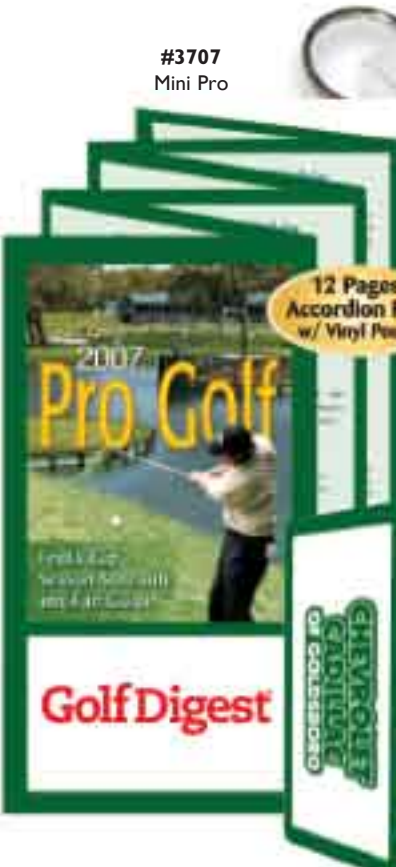
Set Up: \$35(G). #3700: 3" x 5-3/4" inserted in vinyl.
 #7053: 2-1/8" x 3-3/8". Key Points ship flat.
 #W109: 2-1/4" x 3-1/2"
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

#3700
Mini Pro



#W109
Race Wiz

#7053
Key Points



#3707
Mini Pro

#W108
Golf Wiz

NEW! PRO GOLF

Now you can stay ahead of the game with these three great golf items. The 2007 Pro Golf Schedule Key Point and Fan Guide Mini Pro gives you the full season schedule leading up to the new FedEx Cup Championship. The Key Point is a perfect piece to keep in your wallet, while the fan guide outlines the details of the FedEx Cup and the new points system. The WIZ Key Tag makes a great addition to any golf bag with its 36 pages of questions and answers on golf trivia and golf's great history. Three great new items for any budget.

Quantity	250	500	1,000	2,500	5,000
#3707	\$.98	.89	.84	.79	.75 5C
#7057	\$.38	.32	.29	.27	.25 5C
#W108	\$2.39	1.99	1.75	1.65	— AB2C

Set Up: \$35(G). #3707: 3" x 5-3/4" Inserted in vinyl.
 #7057: 2-1/8" x 3-3/8". Key Points ship flat.
 #W108: 2-1/4" x 3-1/2"
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

#7057
Key Points

Women's Health & Breast Cancer Awareness



ITEM #2002

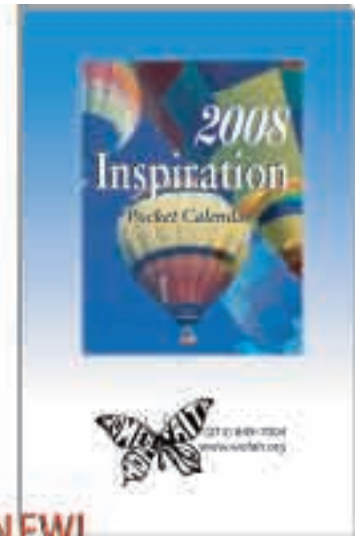
BREAST CANCER AWARENESS POCKET SLIDER
Early detection is the best protection, and this pocket slider will help you to increase your awareness of the disease that strikes so many women. Highlights include types of exams, risk factors, warning signs, tips for healthy living, mammograms, and tips on breast self-exam.

ITEM #3002 BREAST CANCER AWARENESS POCKET DOCTOR

While breast cancer affects nearly 1 in 8 women, most cases are cured. This informative Pocket Doctor features information on preventative steps, cancer risk factors & warning signs, clinical & self-exam guidelines, as well as a detailed section on breast self-exam and checklists for self-exam, clinical exams and mammograms.

	Quantity	250	500	1,000	2,500	5,000
#2002		\$.64	.61	.57	.52	.49 5C
#3002		\$1.49	1.37	1.28	1.22	.98 5C

Set Up: \$35(G). Product: #2002: 3-3/4" x 8-1/2".
#3002: 3" x 7-1/2". Inserted in vinyl sleeve.
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



ITEM #9501

INSPIRATION POCKET CALENDAR
Wisdom, Encouragement & Inspirational quotes, thoughts and ideas highlight this 2008 monthly calendar and planner. This beautiful calendar provides inspiration and motivation for an entire year with magnificent, full-color photography and thought-provoking words of wisdom. 13-monthly calendar pages provide ample room for your appointments, reminders and more.

	Quantity	250	500	1,000	2,500	5,000
Pocket Calendar		\$.99	.95	.89	.84	.79 5C

Set Up: \$35(G). Product: 3-3/4" x 6"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

ITEM #6009 BREAST CARE SELF-EXAMS SAVE LIVES POST UP

In just a few minutes a breast self-exam could help to detect a potential health problem, or even cancer. Post up this card in your bathroom; paste it in a drawer or any other convenient place to remind you of the importance of self-exams.

ITEM #7111 BREAST CARE SELF-EXAM GUIDE KEY POINT

Pocket sized card with details on performing breast self-examinations. Contains a checklist to record your monthly self-exams, warning signs to watch for, and record section to track your mammograms and clinical breast exams.



NEW!

ITEM #2059 HEALTHY HEART FOR WOMEN POCKET SLIDER

Heart disease is the leading cause of death in women, and thus maintaining a healthy lifestyle – and a healthy heart – is vital to women. Included in this Pocket Slider are issues such as controlling blood pressure and cholesterol, menopause and hormone replacement therapy, birth control pills, healthy heart tips, and much more.

	Quantity	250	500	1,000	2,500	5,000
Pocket Slider		\$.64	.61	.57	.52	.49 5C

Set Up: \$35(G). Product: 3-3/4" x 8-1/2"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46





NEW!

ITEM #W105 WOMEN'S HEALTH WIZ KEY TAG

Covers topics relating to women's health & wellness such as osteoporosis, menopause, breast cancer and pregnancy. Contains tips that will help women take better care of themselves. Convenient key tag with a fun and interesting question and answer format designed to test your knowledge!

ITEM #9500 2008 WOMEN'S POCKET CALENDAR & HEALTH GUIDE

This 32-page book contains a full-page monthly calendar with ample room to record notes, appointments and more. Attractively printed in full-color, the health guide contains important updated information on breast cancer awareness, a breast self-exam guide.



Quantity	250	500	1,000	2,500
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Wiz Key Tag	\$2.39	1.99	1.75	1.65	AB2C
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Set Up: \$35(G). Product: 2-1/4" x 3-1/2"

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

Quantity	250	500	1,000	2,500	5,000
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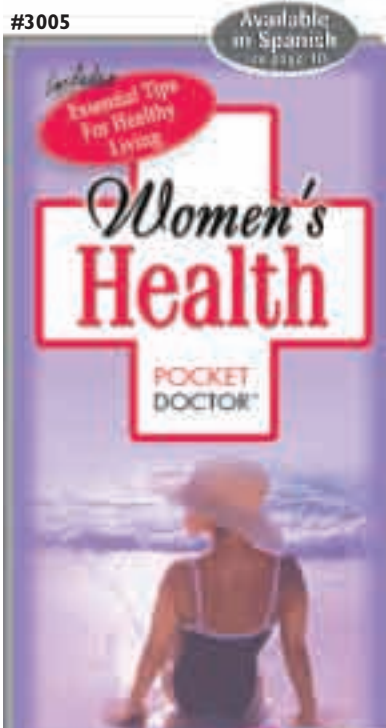
Pocket Calendar	\$.99	.95	.89	.84	.79	5C
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Set Up: \$35(G). Product: 3-3/4" x 6"

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



#3005



ITEM #3005 WOMEN'S HEALTH POCKET DOCTOR

Stay healthy with this Pocket Doctor filled with facts and advice on a broad spectrum of women's health issues. Get the facts on nutrition & exercise, cancer prevention, pregnancy & gynecological issues, stress and breast care. Also included is a guide to a healthy heart and eating right. 24-panel accordion fold brochure, attractively packaged with vinyl sleeve.

ITEM #7107 WOMEN'S HEALTH GUIDE & RECORD KEEPER KEY POINTS

Mini reference card highlights some of the many important issues that are important to maintaining good health, including family history and lifestyle. Record keeper section has space to track all of your important tests and exams, such as mammogram, pap test, clinical breast exam, blood, vision, and more.

Quantity	250	500	1,000	2,500	5,000
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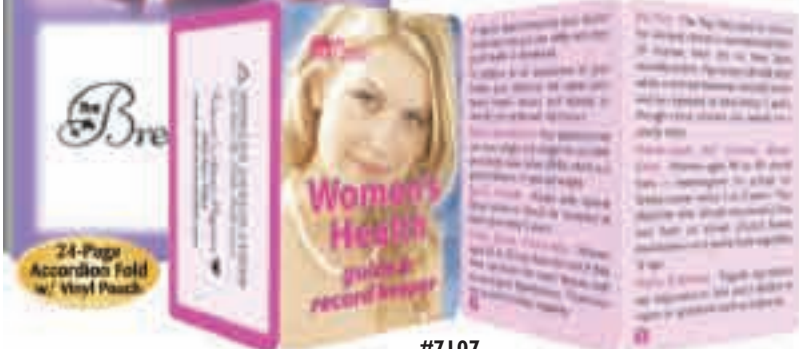
#3005	\$1.49	1.37	1.28	1.22	.98	5C
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#7107	\$.38	.32	.29	.27	.25	5C
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Set Up: \$35(G). Product: #3005: 3" x 7-1/2".

#7107: 2-1/8" x 3-3/8". Key Points ship flat.

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



#7107



Back cover imprint

ITEM #4503 WOMEN'S HEALTH PLANNER

Keep your medical ID in this handy cardholder and record keeper. Slots inside the front and back covers hold medical or insurance ID cards. Full-color, 16-page booklet includes: monthly breast self-exam checklist, self-exam guide, breast cancer warning signs and information on osteoporosis. Record keeping pages to record important medical data, medications, doctors, blood pressure, cholesterol and more.

Quantity	250	500	1,000	2,500	5,000
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Tracker/Planner	\$1.09	.99	.95	.89	.82	5C
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Set Up: \$35(G). Product: 3-7/16" x 2-1/2"

Imprint: 2-1/16" x 1-1/8", see foil colors on page 46

#2060



#3708



NEW!

Quantity	250	500	1,000	2,500	5,000
#2060	\$.64	.61	.57	.52	.49 5C
#3708	\$.98	.89	.84	.79	.75 5C

Set Up: \$35(G). Product: #2060: 3-3/4" x 8-1/2"
 #3708: 3" x 5-3/4". Inserted in vinyl sleeve.
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

ITEM #2060 YOUR CHILD'S SAFETY AT SCHOOL POCKET SLIDER

ITEM #3708 SCHOOL SAFETY MINI PRO

School safety is a top priority for parents and school officials alike. These guides outline some of the many areas where we need to be conscious of safety: riding the bus, walking or riding a bike to school, dealing with strangers and working with the Internet. Also discusses the importance of communication with children about safety issues. Slider: interactive sliding chart. Mini Pro: 12 panel accordion fold brochure.

#2004



#3006



24-Page
Accordion Fold
w/ Vinyl Pouch

ITEM #3006 CHILD SAFETY TIPS POCKET DOCTOR

Filled with more than 150 safety tips, the Child Safety Tips Pocket Doctor will teach your children safety for nearly every situation. Includes tips for preparing a first aid kit, safety tips for the home and more.

ITEM #2004 CHILD SAFETY TIPS POCKET SLIDER

It has never been more important to teach your children how to be safe. This Pocket Slider gives tips for parents and children in such categories as calling for help, never talking to strangers, child proofing the house, computer safety, car safety, school bus safety, toy & pet tips, and smoke & fire safety.



#6011



ITEM #6011 SAFETY AT HOME – A KID'S GUIDE POST UP

Help to keep kids safe at home by posting this great Post Up of safety tips. Included are tips such as never open the door to strangers, memorize your address and phone number, and when to call 9-1-1.

ITEM #6016 BABYSITTER'S EMERGENCY GUIDE POST UP

Help the babysitter be prepared for an emergency situation with this great Post Up. Ample space is provided to list all the children's names, ages, doctor and medical information.

#6016



Quantity	250	500	1,000	2,500	5,000
Post Ups	\$.48	.43	.40	.37	.35 5C

Set Up: \$35(G). Product: 3-7/8" x 8-3/4"
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

Quantity 250 500 1,000 2,500 5,000

#3006	\$1.49	1.37	1.28	1.22	.98 5C
#2004	\$.64	.61	.57	.52	.49 5C

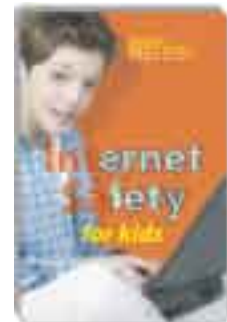
Set Up: \$35(G). #3006: 3" x 7-1/2". Inserted in vinyl sleeve. #2004: 3-3/4" x 8-1/2".

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

ITEM #7122

INTERNET SAFETY FOR KIDS KEY POINT

This Key Point offers a detailed description of how to keep kids safe on the Internet. Features a listing of great web sites for kids as well as safety tips such as set rules for computer use.



Quantity 250 500 1,000 2,500 5,000

Key Points	\$.38	.32	.29	.27	.25 5C
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Set Up: \$35(G). Product: 2-1/8" x 3-3/8"
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46
 Imprint on back cover. Key Points ship flat.

Mom's & Kid's Health



#2008

ITEM #2008 EXPECTING MOM POCKET SLIDER

With so much to do before a new baby arrives, moms can get prepared with this handy Pocket Slider. Features many great subjects such as what to expect, do's and don'ts, nutrition, exercise, and baby proofing your home. The slider also includes a detailed guide to staying fit for a healthy delivery.

ITEM #3004 EXPECTING MOM POCKET DOCTOR

Get ready for your new arrival with the many hints included in this Pocket Doctor. Expecting Mom contains information on what to expect in each trimester, do's and don'ts for each trimester, - nutrition, baby proofing tips, first aid, and a checkup schedule for mom.



#3004

Quantity	250	500	1,000	2,500	5,000
#2008	\$.64	.61	.57	.52	.49 5C
#3004	\$1.49	1.37	1.28	1.22	.98 5C

Set Up: \$35(G). Product: #2008: 3-3/4" x 8-1/2".
#3004: 3" x 7-1/2". Inserted in vinyl sleeve.
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



ITEM #3005 BABY WIZ KEY TAG

Babies are a great responsibility. Learn how to care for them, keep them safe and healthy and how to be a better parent with these helpful tips. Convenient key tag with a fun and interesting question and answer format designed to test your knowledge!

Quantity	250	500	1,000	2,500	
Wiz Key Tag	\$2.39	1.99	1.75	1.65	AB2C

Set Up: \$35(G). Product: 2-1/4" x 3-1/2"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

#2014



ITEM #7119

BREAST FEEDING KEY POINT

Breast feeding your baby can provide some important benefits. This Key Point highlights many important issues, such as when to start breast feeding, positioning and more.

Quantity	250	500	1,000	2,500	5,000
Key Points	\$.38	.32	.29	.27	.25 5C

Set Up: \$35(G). Product: 2-1/8" x 3-3/8"

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

Imprint on back cover. Key Points ship flat.

ITEM #2014 HEALTHY BABY POCKET SLIDER

Keep your new baby healthy with the many tips included in this Pocket Slider. Features include first year tips, guide to check ups, when to call the doctor, car seats, safety tips, baby proofing tips, and a guide to selecting a child-care provider.

ITEM #3003 HEALTHY BABY POCKET DOCTOR

This up-to-date guide is filled with useful checklists, friendly advice and practical tips for all parents. Topics include first aid & CPR, baby proofing tips, diaper bag necessities, infant and family health records, an immunization chart, a growth percentile chart, and a diary section to record your baby's milestones.

Quantity	250	500	1,000	2,500	5,000
#2014	\$.64	.61	.57	.52	.49 5C
#3003	\$1.49	1.37	1.28	1.22	.98 5C

Set Up: \$35(G). Product: #2014: 3-3/4" x 8-1/2"

#3003: 3" x 7-1/2". Inserted in vinyl sleeve.

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



#3003



ITEM #2048 GOOD PARENTING POCKET SLIDER

NEW!

ITEM #3704 GOOD PARENTING MINI PRO

Filled with positive parenting tips, these guides provide information to help you communicate with and understand your children. Subjects addressed include: the parent-child relationship, discipline, punishment, patience, house rules for teenagers and tips on talking to your children about sex. Slider: interactive sliding chart. Mini Pro: 12 panel accordion fold brochure.

	Quantity	250	500	1,000	2,500	5,000
#2048		\$.64	.61	.57	.52	.49 5C
#3704		\$.98	.89	.84	.79	.75 5C

Set Up: \$35(G). Product: #2048: 3-3/4" x 8-1/2"
#3704: 3" x 5-3/4". Inserted in vinyl sleeve.
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



ITEM #7116 CHILDREN'S MEDICAL EMERGENCIES KEY POINT

Offers suggestions for when to seek medical attention, what to do if your child is injured or ill, tips on calling 9-1-1 as well as a variety of tips for keeping your home safe. Record keeping section allows for important personal information to be recorded.

	Quantity	250	500	1,000	2,500	5,000
Key Points		\$.38	.32	.29	.27	.25 5C

Set Up: \$35(G). Product: 2-1/8" x 3-3/8"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46
Imprint on back cover. Key Points ship flat



#7112

ITEM #7112 IMMUNIZATION GUIDE & RECORD KEEPER KEY POINT

The guide features common reaction to immunizations, tips for a pleasant trip to the doctor and space to record the dates that immunizations are given. Updated with current CDC recommendations.

#2048

#3704

Learning is Fun™



- Fun filled activities for Kids
- Educational & Entertaining
- Creativity Sparks Learning!
- Coloring is Fun – LEARNING IS FUN!

	Quantity	250	500	1,000	2,500	5,000
Coloring Book		\$.62	.57	.54	.48	.46 5C

Set Up: \$35(G). Product: 8" x 10-1/2"
Imprint: 5" x 1-1/2", see foil colors on page 46

ITEM #6012 HOORAY FOR YOU! POST UP

ITEM #7120 HOORAY FOR YOU! KEY POINT

Compliments go a long way to making kids feel good about themselves. Keep this Key Point or Post Up close at hand to remind you of the many great ways to compliment kids. Make each day brighter for the children with phrases like: "you are terrific," "great job," "way to go," "keep up the good work," and many

	Quantity	250	500	1,000	2,500	5,000
#6012		\$.48	.43	.40	.37	.35 5C
#7120		\$.38	.32	.29	.27	.25 5C

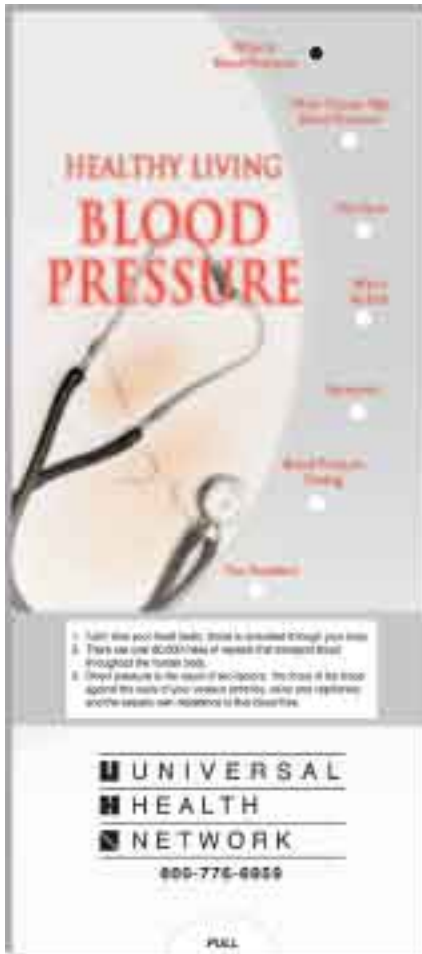
Set Up: \$35(G). Product: #6012: 3-7/8" x 8-3/4"
#7020: 2-1/8" x 3-3/8". Key Points ship flat.
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



#7120

More Great Titles:

- *Poison Prevention & Treatments* pg. 32
- *First Aid Safety Tips* pg. 34
- *Fast Foods* pg. 26 • *Good Nutrition* pg. 26



#2041

ITEM #W102 HEALTHY HEART WIZ KEY TAG
Keep your heart healthy! Includes knowledge relating to blood pressure, risk factors, medications, stress and ways to recognize the symptoms of heart disease. Convenient key tag with a fun and interesting question and answer format designed to test your knowledge!

Quantity	250	500	1,000	2,500
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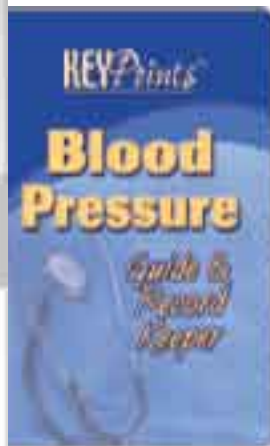
Wiz Key Tag \$2.39 1.99 1.75 1.65 AB2C

Set Up: \$35(G). Product: 2-1/4" x 3-1/2"

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

NEW!

#W102



#7005



ITEM #2041 HEALTHY LIVING: BLOOD PRESSURE POCKET SLIDER

Helpful and informative slide chart that defines blood pressure and outlines the causes of high blood pressure. Back panel offers tips for eating heart smart. The main slider contains information on symptoms, who is at risk, medications, lifestyle changes, exercise, stress and much more.

ITEM #7005 BLOOD PRESSURE GUIDE & RECORD KEEPER KEY POINTS

Helpful blood pressure guide and record keeper helps you to understand your blood pressure and work to control it. The guide offers tips for eating well and ways to be kind to your body.

Quantity	250	500	1,000	2,500	5,000
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#2041 \$.64 .61 .57 .52 .49 5C

#7005 \$.38 .32 .29 .27 .25 5C

Set Up: \$35(G). Product: #2041: 3-3/4" x 8-1/2".

#7005: 2-1/8" x 3-3/8". Key Points ship flat.

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46.

NEW!



#2015

ITEM #2015 HEALTHY HEART POCKET SLIDER

With special sections on eating right, foods to avoid, heart attack warning signs, CPR, exercise and healthy living, the Healthy Heart Pocket Slider is important to everyone looking to maintain a healthy lifestyle!

ITEM #2055 STROKE & HEART ATTACK POCKET SLIDER

The possibility of suffering a stroke or having a heart attack is daunting and no one wants to fall victim. This new Pocket Slider outlines different types of stroke, its signs and symptoms as well as some of the risk factors. Also detailed are facts on heart attack, its causes, treatment and much more.

Quantity	250	500	1,000	2,500	5,000
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Pocket Slider \$.64 .61 .57 .52 .49 5C

Set Up: \$35(G). Product: 3-3/4" x 8-1/2"

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

#2055





ITEM #4501
MED-TRACKER ID CARD HOLDER & RECORD KEEPER
 Now you can keep all of your insurance and healthcare ID cards together with other personal health data.

Quantity	250	500	1,000	2,500	5,000
Tracker/Planner	\$1.09	.99	.95	.89	.82 5C

Set Up: \$35(G). Product: 3-7/16" x 2-1/2"
 Imprint: 2-1/16" x 1-1/8", see foil colors on page 46



#2019 MEN'S HEALTH POCKET SLIDER
 Men are able to focus on their health issues with this Pocket Slider. Features include prostate health, heart disease, testicular self-exam, fitness & exercise, alcohol/drugs, and depression. Also features a guide to lowering your cholesterol.

#7106 MEN'S HEALTH GUIDE & RECORD KEEPER KEY POINT
 A regular physical exam is the best way to make sure you maintain good health. Handy chart outlines how often you should have exams, and a record keeping section allows you to track your routine physical, blood pressure, cholesterol, flu shot, and testicular, prostate, and diabetes test

Quantity	250	500	1,000	2,500	5,000
#2019	\$.64	.61	.57	.52	.49 5C
#7106	\$.38	.32	.29	.27	.25 5C

Set Up: \$35(G). Product: #2019: 3-3/4" x 8-1/2".
 #7106: 2-1/8" x 3-3/8". Key Points ship flat.
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



NEW!
ITEM #2056
PROSTATE CANCER POCKET SLIDER
 As one of the most commonly occurring cancers among men, Prostate cancer is of utmost concern to middle age and older men. This Pocket Slider defines the disease, outlines risk factors and symptoms and discusses various forms of treatment. Also included are prevention tips and important questions to ask your doctor.

Quantity	250	500	1,000	2,500	5,000
Pocket Slider	\$.64	.61	.57	.52	.49 5C

Set Up: \$35(G). Product: 3-3/4" x 8-1/2"
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

NEW!

ITEM #9502 GOOD HEALTH POCKET CALENDAR
 Live well and enjoy life to the fullest! This handy monthly calendar and pocket-sized planner provides tips for healthy living, good nutrition, fitness, exercise and more. Brilliant, full color photographs highlight this new calendar for 2008. 13-monthly calendar pages provide ample room for appointments, reminders and more.

Quantity	250	500	1,000	2,500	5,000
Pocket Calendar	\$.99	.95	.89	.84	.79 5C

Set Up: \$35(G). Product: 3-3/4" x 6"
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



More Great Titles:

- Fitness & Exercise pg. 24
- Mental Wellness pg. 30
- Backache Prevention pg. 28
- Good Nutrition pg. 26
- Stress Management pg. 30
- Smoking & Tobacco pg. 22

Family Matters



Learning is Fun™

- Fun filled activities for Kids
- Educational & Entertaining
- Creativity Sparks Learning!
- Coloring is Fun – LEARNING IS FUN!

Quantity	250	500	1,000	2,500	5,000
Coloring Book	\$.62	.57	.54	.48	.46 5C

Set Up: \$35(G). Product: 8" x 10-1/2"
Imprint: 5" x 1-1/2", see foil colors on page 46



12 Pages
Accordion Fold
w/ Vinyl Pouch

ITEM #3702 CHILD ID PRO
This 12 panel accordion fold brochure is a must have for any parent! Important record keeping sections allow you to collect DNA hair samples, fingerprints, and a current photograph and list of physical features of the child. Provides safety tips to help prevent child abduction and advice on what to do if your child is lost or missing. Comes with a protective vinyl sleeve for safe-keeping.



Quantity	250	500	1,000	2,500	5,000
Mini Pro	\$.98	.89	.84	.79	.75 5C

Set Up: \$35(G). Product: 3" x 5-3/4". Inserted in vinyl Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

#2034



#7055

12 Pages
Accordion Fold
w/ Vinyl Pouch

ITEM #7055
ID THEFT KEY POINT

ITEM #3701
PREVENTING ID THEFT MINI PRO

ITEM #2034
IDENTITY THEFT POCKET SLIDER
Detailed information to educate you on the important topic of Identity Theft. Learn about types of ID Theft, ways to prevent it, warning signs that you might be a victim and a guide on what to do if you become a victim. Slider: interactive sliding chart. Key Point: wallet sized, fold-up card. Mini Pro: 12 panel accordion fold brochure.

Quantity	250	500	1,000	2,500	5,000
Key Points	\$.38	.32	.29	.27	.25 5C

Set Up: \$35(G). Product: 2-1/8" x 3-3/8"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46
Imprint on back cover. Key Points ship flat

Quantity	250	500	1,000	2,500	5,000
#7055	\$.38	.32	.29	.27	.25 5C
#3701	\$.98	.89	.84	.79	.75 5C
#2034	\$.64	.61	.57	.52	.49 5C

Set Up: \$35(G). Product: #7055: 2-1/8" x 3-3/8" Key Points ship flat. #3701: 3" x 5-3/4" Inserted in vinyl sleeve. #2034: 3-3/4" x 8-1/2".
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



ITEM #7122 INTERNET SAFETY FOR KIDS KEY POINT
This Key Point offers a detailed description of how to keep kids safe on the Internet. Features a listing of great web sites for kids as well as safety tips.

Quantity	250	500	1,000	2,500	5,000
Key Points	\$.38	.32	.29	.27	.25 5C

Set Up: \$35(G). Product: 2-1/8" x 3-3/8"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

#2048



#3704



Quantity	250	500	1,000	2,500	5,000
#2048	\$.64	.61	.57	.52	.49 5C
#3704	\$.98	.89	.84	.79	.75 5C

Set Up: \$35(G). Product: #2048: 3-3/4" x 8-1/2"
 #3704: 3" x 5-3/4". Inserted in vinyl sleeve.
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

NEW!

ITEM #2049 CHILDHOOD OBESITY
 Obesity in children has reached epidemic proportions in the US and this new Pocket Slider can help with tips to help prevent weight problems in children. Numerous facts and statistics are highlighted this guide and also includes tips on healthy eating and good nutrition, exercise and activities, building self-esteem in children and much more.

Quantity	250	500	1,000	2,500	5,000
Pocket Slider	\$.64	.61	.57	.52	.49 5C

Set Up: \$35(G). Product: 3-3/4" x 8-1/2"
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



ITEM #2048 GOOD PARENTING POCKET SLIDER

ITEM #3704 GOOD PARENTING MINI PRO

NEW!

Filled with positive parenting tips, these guides provide information to help you communicate with and understand your children. Subjects addressed include: the parent-child relationship, discipline, punishment, patience, house rules for teenagers and tips on talking to your children about sex. Slider: interactive sliding chart. Mini Pro: 12 panel accordion fold brochure.



NEW!

ITEM #2050 CHILD ABUSE POCKET SLIDER

ITEM #3703 CHILD ABUSE MINI PRO

Child abuse affects children of every age, race and income level. These guides include information about the different types of child abuse as well as how to recognize the signs that a child is suffering from some form of abuse. Slider: interactive sliding chart. Mini Pro: 12 panel accordion fold brochure.

#3703

Quantity	250	500	1,000	2,500	5,000
#2050, #2051	\$.64	.61	.57	.52	.49 5C
#3703, #3705	\$.98	.89	.84	.79	.75 5C

Set Up: \$35(G). Product: #2050, #2051: 3-3/4" x 8-1/2"
 #3703, #3705: 3" x 5-3/4". Inserted in vinyl sleeve.
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

#2051



#3705

NEW!

ITEM #2051 DOMESTIC VIOLENCE POCKET SLIDER

ITEM #3705 DOMESTIC VIOLENCE MINI PRO

As awareness of domestic violence increases, we can all benefit from understanding more about the abuse that exists in many family relationships. Outlined are definitions of domestic violence, information on types of violence, ways to cope, myths about family violence and what you can do. Slider: interactive sliding chart. Mini Pro: 12 panel accordion fold brochure.

Senior's Health



#7009

ITEM #2021

SENIOR'S HEALTH & SAFETY POCKET SLIDER
Stay fit, stay healthy and enjoy life as you get older. This interactive slider features such great topics as exercise, staying active, safety tips, choosing a doctor, arthritis and other diseases, and an extensive section on eating right with a checklist for Healthy Living.

	Quantity	250	500	1,000	2,500	5,000
#2021		\$.64	.61	.57	.52	.49 5C
#7009		\$.38	.32	.29	.27	.25 5C

Set Up: \$35(G). Product: #2021: 3-3/4" x 8-1/2".
#7009: 2-1/8" x 3-3/8" Key Points ship flat.
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

#2021



ITEM #7009

SENIOR'S HEALTH ORGANIZER KEY POINT
As we get older, it becomes increasingly important to keep track of our health. Use the Health Tracker to follow your doctor appointments, regular exams, medications, medical conditions and allergies. Also includes tips on staying healthy, such as exercising regularly and eating plenty of fruits, vegetables and fiber.



#6007



#6008

Post Ups

Peel and stick

ITEM #6015 MEDICAL ALERT POST UP

In the event of an emergency, posting this important data in an easy-to-find location could save your life. Includes space to record your medical conditions and medications, your doctor, allergies and whom to contact in the event of an emergency.

ITEM #6007 SAFETY TIPS FOR SENIORS POST UP

With countless hazards around the house, Safety Tips For Seniors offers numerous ways to stay safe: use night-lights throughout the house, carry a cell phone for emergencies, and keep household cleaners in a safe place.

ITEM #6008 STAYING FIT & HEALTHY - A SENIOR'S GUIDE POST UP

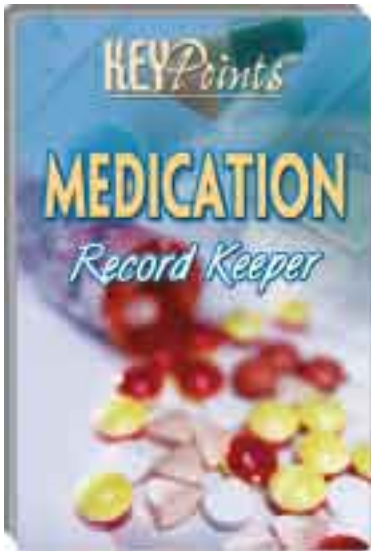
Stay active, stay fit and feel young with this Post Up. Includes great tips to help you become physically active and maintain your overall health. Some of the benefits of regular physical activity are also listed.

	Quantity	250	500	1,000	2,500	5,000
Post Ups		\$.48	.43	.40	.37	.35 5C

Set Up: \$35(G). Product: 3-7/8" x 8-3/4"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

#6015





ITEM #7023

MEDICATION RECORD KEEPER KEY POINT
 With this great Key Point, you will never again be at a loss when the doctor asks, "How much of this medication are you taking?" Use the medication tracker to record medications, dosage, time to take your meds, how & why you are taking the medication, as well as a space to record your prescription number to make refills easy.

Quantity	250	500	1,000	2,500	5,000
Key Points	\$.38	.32	.29	.27	.25 5C

Set Up: \$35(G). Product: 2-1/8" x 3-3/8"
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46
 Imprint on back cover. Key Points ship flat



Hot Pot Holder	250	500	1,000	2,500
7" Square	\$1.98	1.86	1.79	1.75 4C

Set Up: \$35(G). Product: 7" square
 Imprint: 5-1/2" x 5-1/2"



ITEM #W106 SENIOR'S HEALTH WIZ KEY TAG

Enjoy life as a senior! Covers topics such as staying healthy, remaining active, safety tips and dealing with medical conditions. Convenient key tag with a fun and interesting question and answer format designed to test your knowledge!

Quantity	250	500	1,000	2,500
Wiz Key Tag	\$2.39	1.99	1.75	1.65 AB2C

Set Up: \$35(G). Product: 2-1/4" x 3-1/2"
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



ITEM #4501 MED-TRACKER ID CARD HOLDER & RECORD KEEPER

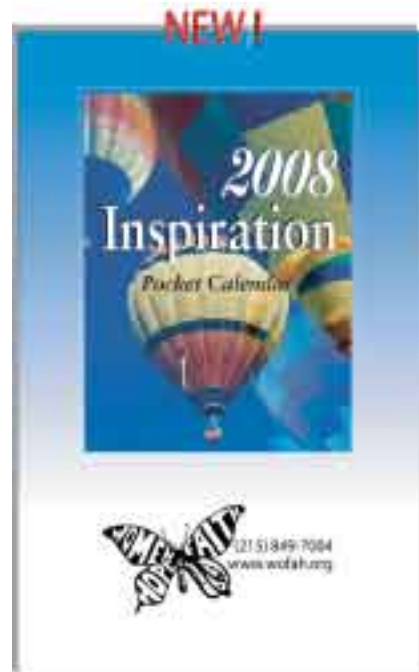
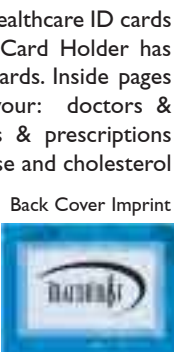
Now you can keep all of your insurance and healthcare ID cards together with other personal health data. Card Holder has slots inside both front and back cover for cards. Inside pages have room to record information about your: doctors & specialists, emergency contacts, medications & prescriptions and allergies. Contains blood pressure, glucose and cholesterol record keepers. Also available in Spanish.

Quantity	250	500	1,000	2,500	5,000
Tracker/Planner	\$1.09	.99	.95	.89	.82 5C

Set Up: \$35(G). Product: 3-7/16" x 2-1/2"
 Imprint: 2-1/16" x 1-1/8", see foil colors on page 46



Back Cover Imprint



ITEM #9501

INSPIRATION POCKET CALENDAR
 Wisdom, Encouragement & Inspirational quotes, thoughts and ideas highlight this 2008 monthly calendar and planner. This beautiful calendar provides inspiration and motivation for an entire year with magnificent, full-color photography and thought-provoking words of wisdom. 13-monthly calendar pages provide ample room for your appointments, reminders and more.

Quantity	250	500	1,000	2,500	5,000
Pocket Calendar	\$.99	.95	.89	.84	.79 5C

Set Up: \$35(G). Product: 3-3/4" x 6"
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

Health Planners & Trackers



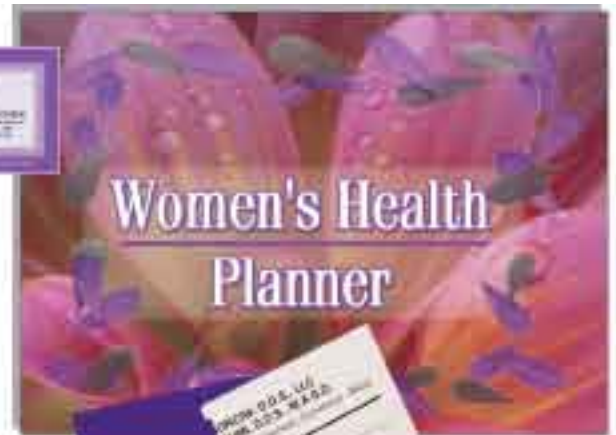
#4501



Back Cover Imprint



Back Cover Imprint



#4503



#4501S (Spanish)



Quantity	250	500	1,000	2,500	5,000
Tracker/Planner	\$1.09	.99	.95	.89	.82

Set Up: \$35(G). Product: 3-7/16" x 2-1/2"

Imprint: 2-1/16" x 1-1/8", see foil colors on page 46

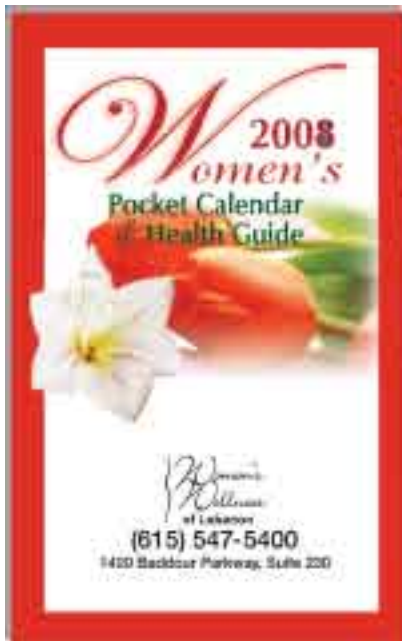
ITEM #4501 MED-TRACKER ID CARD HOLDER & RECORD KEEPER

Now you can keep all of your insurance and healthcare ID cards together with other personal health data. Card Holder has slots inside both front and back cover for cards. Inside pages have room to record information about your: doctors & specialists, emergency contacts, medications & prescriptions and allergies. Contains blood pressure, glucose and cholesterol record keepers. Also available in spanish.

ITEM #4503 WOMEN'S HEALTH PLANNER

Keep your medical ID in this handy cardholder and record keeper. Card Holder is conveniently sized for purse or pocket and has slots inside the front and back covers to hold medical or insurance ID cards. Highlights of the 16-page, full color booklet include: monthly breast self-exam checklist, self-exam guide, breast cancer warning signs and information on osteoporosis.

#9500



#9502

ITEM #9500 2008 WOMEN'S POCKET CALENDAR & HEALTH GUIDE

With important information on healthy living and a guide covering women's health issues, these calendars are sure winners for the entire year. 32 pages printed in full color with brilliant photographs. 13-monthly calendar pages provide ample room for appointments, reminders and more.



Horizontal Display of Inside Page Spread

Quantity	250	500	1,000	2,500	5,000
Pocket Calendar	\$.99	.95	.89	.84	.79

Set Up: \$35(G). Product: 3-3/4" x 6"

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

Alcohol & Tobacco



#2037



#2122



#6006

ITEM #2037 STOP SMOKING QUITTING TIPS & COST CALCULATOR POCKET SLIDER
It's never too late to quit smoking and this Slider outlines the many reasons to quit! Includes tips to help with battling cravings, nicotine withdrawal and changing your behavior. Cost calculator shows how much money quitting smoking could save.

ITEM #2122 SMOKING & TOBACCO POCKET SLIDER
This Pocket Slider addresses major health issues that are impacted by smoking, such as cancer, secondhand smoke, skin & lung damage and smoking & pregnancy. Also includes a special section for teen smokers and a list of tools to help you quit.

ITEM #6006 QUIT SMOKING TODAY! POST UP
Why quit smoking? There are countless reasons, but this Post Up reminds you of 20 great reasons to kick the habit, such as remembering the fact that smoking kills, the horrible odor and the fact that your risk of heart attack drops even 24 hours after quitting!

Quantity	250	500	1,000	2,500	5,000
Pocket Slider	\$.64	.61	.57	.52	.49 5C
Post Ups	\$.48	.43	.40	.37	.35 5C

Set Up: \$35(G). Post Ups: 3-7/8" x 8-3/4"
Slider: 3-3/4" x 8-1/2". Imprint: 2-1/4" x 1-1/8"
See foil colors on page 46

Peel and stick

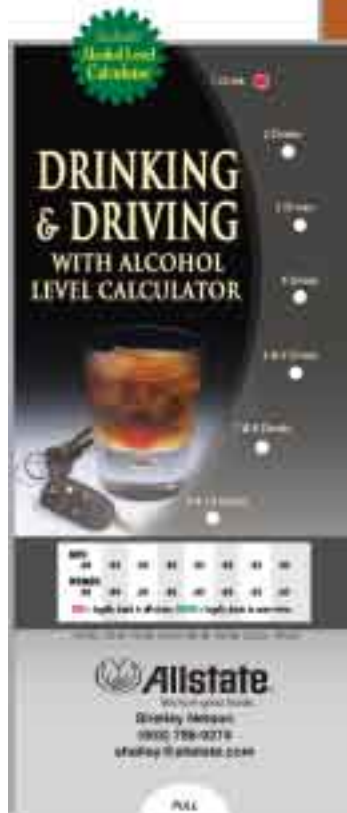
ITEM #2036 DRINKING & DRIVING WITH ALCOHOL LEVEL CALCULATOR POCKET SLIDER
There is no question that drinking and driving don't mix! Use this reference tool to learn about the law as well as risks to you and your friends. The cost calculator gives an idea as to how many drinks the typical person can consume before being considered legally "drunk".

ITEM #2107 DRUG & ALCOHOL ABUSE POCKET SLIDER
If you need help, or know someone that does, this Pocket Slider can put you on the road to recovery. Communicating with your children and setting a good example are among the important topics covered.

ITEM #2058 BINGE DRINKING POCKET SLIDER
Binge drinking is a significant issue in our society and this new Pocket Slider helps to explain the problem and outlines drinking trends, health effects and treatment options. Also includes alcohol drink consumption chart.

Quantity	250	500	1,000	2,500	5,000
Pocket Slider	\$.64	.61	.57	.52	.49 5C

Set Up: \$35(G). Product: 3-3/4" x 8-1/2"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



#2036

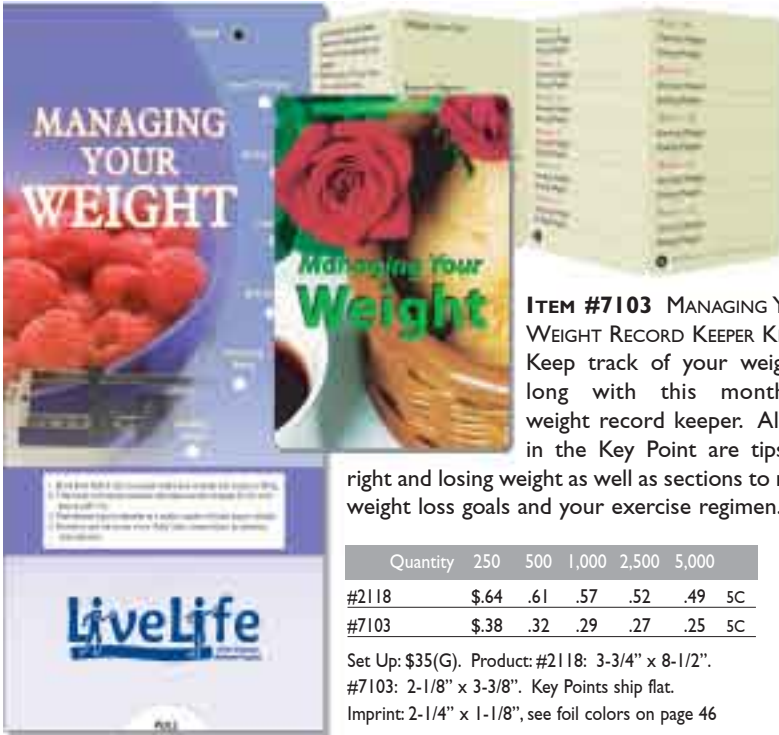


#2107



Food & Nutrition

#2118



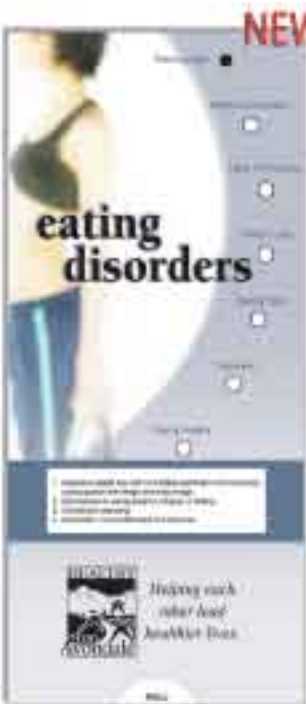
#7103

ITEM #7103 MANAGING YOUR WEIGHT RECORD KEEPER KEY POINT
Keep track of your weight all year long with this month-to-month weight record keeper. Also included in the Key Point are tips on eating right and losing weight as well as sections to record your weight loss goals and your exercise regimen.

	Quantity	250	500	1,000	2,500	5,000
#2118		\$.64	.61	.57	.52	.49 5C
#7103		\$.38	.32	.29	.27	.25 5C

Set Up: \$35(G). Product: #2118: 3-3/4" x 8-1/2".
#7103: 2-1/8" x 3-3/8". Key Points ship flat.
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

ITEM #2118 MANAGING YOUR WEIGHT POCKET SLIDER
Managing Your Weight means so much more than just dieting. Included in this Slider are tips on eating smart, exercising, shopping & cooking tips, foods to enjoy and foods to avoid, as well as information on your Body Mass Index.

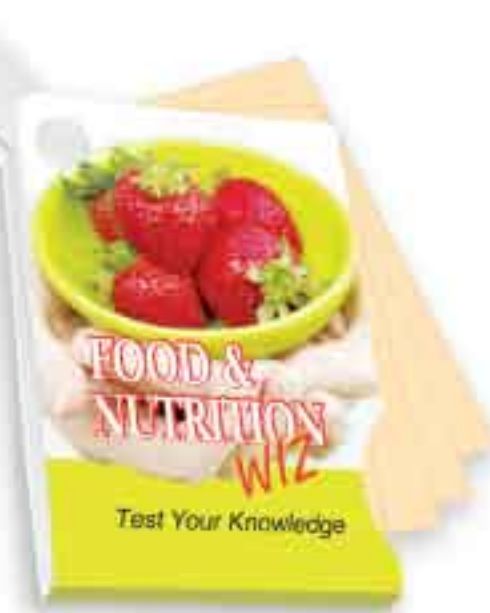


ITEM #2057 EATING DISORDERS POCKET SLIDER
There are numerous types of eating disorders and while women are primarily associated with these disorders, men can fall victim as well. Featured in this Pocket Slider are types of disorders, what to do, how to get help, treatment and staying healthy. Also

includes special sections on anorexia, bulimia and binge eating.

	Quantity	250	500	1,000	2,500	5,000
Pocket Slider		\$.64	.61	.57	.52	.49 5C

Set Up: \$35(G). Product: 3-3/4" x 8-1/2"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



ITEM #W103 FOOD & NUTRITION WIZ KEY TAG
Good nutrition is one of the key elements of a healthy lifestyle. Contains information about vitamins, calories, dieting, exercise and how to make healthy choices for yourself. Convenient key tag with a fun and interesting question and answer format designed to test your knowledge!

	Quantity	250	500	1,000	2,500
Wiz Key Tag		\$2.39	1.99	1.75	1.65 AB2C

Set Up: \$35(G). Product: 2-1/4" x 3-1/2"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

ITEM #6001 HEALTHY EATING
- 70 GREAT SNACKS POST UP
When your hunger strikes, it's time for a snack! Post Up this great listing of more than 70 ideas for fun, interesting and healthy snacks. Some of the great selections include: apples, oranges, bananas, trail mix, tomato slices with mozzarella cheese, marinated artichoke hearts, a fruit smoothie and more.

	Quantity	250	500	1,000	2,500	5,000
Post Ups		\$.48	.43	.40	.37	.35 5C

Set Up: \$35(G). Product: 3-7/8" x 8-3/4"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

Peel and stick



ITEM #9502 GOOD HEALTH POCKET CALENDAR
Live well and enjoy life to the fullest! This handy monthly calendar and pocket-sized planner provides tips for healthy living, good nutrition, fitness, exercise and more. Brilliant, full color photographs highlight this new calendar for 2008. 13-monthly calendar pages provide ample room for appointments, reminders and more.

	Quantity	250	500	1,000	2,500	5,000
Pocket Calendar		\$.99	.95	.89	.84	.79 5C

Set Up: \$35(G). Product: 3-3/4" x 6"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

Fitness & Exercise



#2012



#3008

#W104



ITEM #W104 FITNESS & EXERCISE WIZ KEY TAG

Staying fit is an important part of staying healthy. Information on various activities such as walking, hiking, biking, and water sports as well as tips on the proper way to exercise. Convenient key tag with a fun and interesting question and answer format designed to test your knowledge!

ITEM #2012 FITNESS & EXERCISE POCKET SLIDER

Stay fit and healthy with this handy reference slider. Provides tips on picking the right exercise, diet, choosing a gym, stretching and more. Also includes sections for seniors, kids and an interactive chart to help you calculate your Target Heart Rate.

ITEM #3008 FITNESS & EXERCISE POCKET DOCTOR

Exercise is a key element in a happy and healthy life. This Pocket Doctor features important fitness & exercise tips, cardiovascular exercise & strength training progress journals, a target heart rate chart, a daily nutrition diary and a calorie burning guide. 24-panel accordion fold brochure, attractively packaged with clear vinyl sleeve.

	Quantity	250	500	1,000	2,500	5,000	
#2012		\$.64	.61	.57	.52	.49	5C
#3008		\$1.49	1.37	1.28	1.22	.98	5C
#W104		\$2.39	1.99	1.75	1.65	—	AB2C

Set Up: \$35(G). Product: #2012: 3-3/4" x 8-1/2"

#3008: 7-1/2" x 3". Inserted in vinyl sleeve.

#W104: 2-1/4" x 3-1/2"

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



#2023 SPORTS INJURIES POCKET SLIDER
A sure winner for any athlete, this Pocket Slider offers tips on prevention of injuries, treatment, a detailed outline of the R.I.C.E. treatment program for acute injuries, head injuries, and neck injuries, when to call the doctor and a special section on kids & sports.

	Quantity	250	500	1,000	2,500	5,000	
Pocket Slider		\$.64	.61	.57	.52	.49	5C

Set Up: \$35(G). Product: 3-3/4" x 8-1/2"

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

#7124

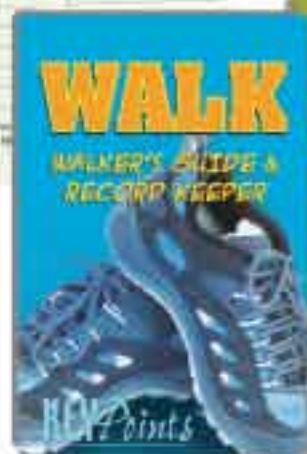


	Quantity	250	500	1,000	2,500	5,000	
#2125		\$.64	.61	.57	.52	.49	5C
#7124		\$.38	.32	.29	.27	.25	5C

Set Up: \$35(G). Product: #2125: 3-3/4" x 8-1/2".

#7124: 2-1/8" x 3-3/8". Key Points ship flat.

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



#2125 WALKING FOR YOUR HEALTH POCKET SLIDER

Get walking and find out the many benefits that walking can add to your life. Includes information on shoes and attire, diet & nutrition, proper walking techniques and safety. Also contains tips on walking tours, vacations and hiking & trails.

#7124 WALKER'S GUIDE & RECORD KEEPER KEY POINT

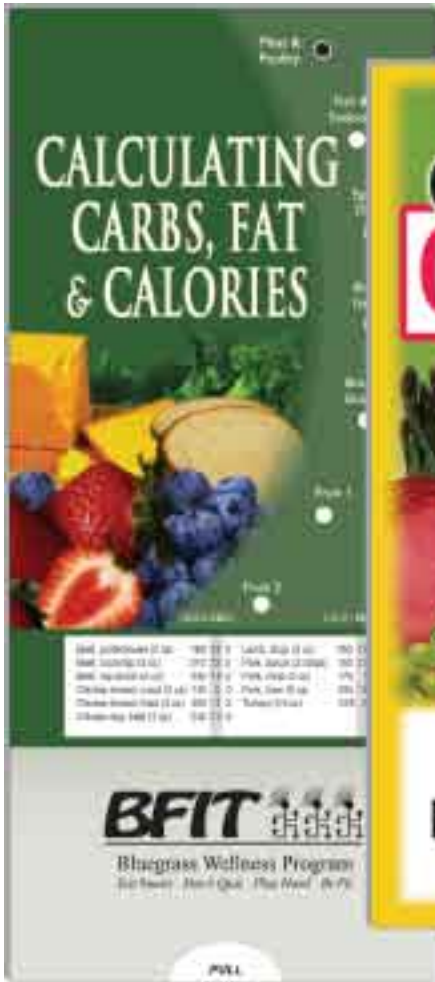
This Key Point includes tips on proper walking techniques and safety while walking. Record keeping section tracks your walking distance and times on your favorite trails.

#2125



All About Health

Knowledge is Key to a Healthy Balanced Diet



#2033



#3009



#7121

ITEM #2033 CALCULATING CARBS, FAT & CALORIES POCKET SLIDER
ITEM #3009 COUNTING CARBS POCKET DOCTOR
ITEM #7121 CARBS & DIETING TIPS KEY POINT
 Easy to use guides help track the carbohydrate, fat and calorie levels of dozens of foods. Convenient categories include vegetables, fruits, meats & poultry, breads & grains, eggs & dairy and more. Slider: interactive sliding chart. Key Point: wallet sized, fold-up card. Pocket Doctor: 24 panel accordion fold brochure.

Quantity	250	500	1,000	2,500	5,000
#2033	\$.64	.61	.57	.52	.49 5C
#3009	\$1.49	1.37	1.28	1.22	.98 5C
#7121	\$.38	.32	.29	.27	.25 5C

Set Up: \$35(G). Product: #2033: 3-3/4" x 8-1/2".
 #3009: 3" x 7-1/2". Inserted in vinyl sleeve.
 #7121: 2-1/8" x 3-3/8". Key Points ship flat.
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

NEW!



Peel and stick

ITEM #6002

QUICK TIPS FOR CUTTING CALORIES POST UP
 Post up this handy reference guide and follow the 20 easy steps to help you quickly cut out calories and shed a few pounds. Some of the great suggestions include: never go shopping while you are hungry, always measure food portions, avoid frying foods, eat several healthy snacks a day and many more.

Quantity	250	500	1,000	2,500	5,000
Post Ups	\$.48	.43	.40	.37	.35 5C

Set Up: \$35(G). Product: 3-7/8" x 8-3/4"
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

ITEM #2049 CHILDHOOD OBESITY POCKET SLIDER
 Obesity in children has reached epidemic proportions in the US and this new Pocket Slider can help with tips to prevent weight problems in children. Numerous facts and statistics are highlighted and also included are tips on healthy eating and good nutrition, exercise and activities, building self-esteem in children and much more.

Quantity	250	500	1,000	2,500	5,000
Pocket Slider	\$.64	.61	.57	.52	.49 5C

Set Up: \$35(G). Product: 3-3/4" x 8-1/2"
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



All About Health



ITEM #2032 FAST FOODS POCKET SLIDER

ITEM #7059 FAST FOODS EATING RIGHT KEY POINT

Fast food can be good food. Make the right choice when dining on the run by knowing the carbs, calories and fat levels of your favorite menu items from numerous different fast food restaurants. Featured restaurants include McDonald's, Burger King, KFC, Wendy's, Hardees and more. Key Point: Enjoy fast food the right way by following the "Good Choice/Bad Choice" guidelines for your menu selections. Look for the heart on the Key Point for healthy food items, and stay away from the lightning bolt for items higher in fat, calories and carbs.

Quantity	250	500	1,000	2,500	5,000
#2032	\$.64	.61	.57	.52	.49 5C
#7059	\$.38	.32	.29	.27	.25 5C

Set Up: \$35(G). Product: #2032: 3-3/4" x 8-1/2".

#7059: 2-1/8" x 3-3/8". Key Points ship flat.

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



#7059

#2032



ITEM #7101

HEALTHY SNACKS – EATING RIGHT KEY POINT

It is important to eat healthy foods. This Key Point features include tips on losing weight, healthy eating and a list of more than 50 healthy and delicious snacks. Among the great snacks listed are granola bars, raisins, sliced strawberries, 3-bean salad, and cottage cheese.

Quantity	250	500	1,000	2,500	5,000
Key Points	\$.38	.32	.29	.27	.25 5C

Set Up: \$35(G). Product: 2-1/8" x 3-3/8"

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

Imprint on back cover. Key Points ship flat



#2013



#3007

#2013 GOOD NUTRITION POCKET SLIDER

#3007 GOOD NUTRITION POCKET DOCTOR

with helpful hints on creating a healthy & balanced diet, ng your weight, dining out, and reading food labels. is information on fruits & vegetables, fats and much Contains helpful hints including a guide to healthy eating, ive calorie counter of more than 150 different foods, a nutrition guide, the food pyramid and much more.

Quantity	250	500	1,000	2,500	5,000
	\$.64	.61	.57	.52	.49 5C
	\$1.49	1.37	1.28	1.22	.98 5C

\$35(G). Product: #2013: 3-3/4" x 8-1/2".

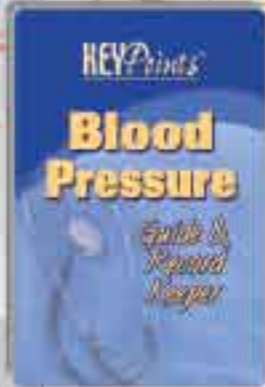
3" x 7-1/2". Inserted in vinyl sleeve.

2-1/4" x 1-1/8", see foil colors on page 46

All About Health



#2041



#7005



ITEM #W102 HEALTHY HEART WIZ KEY TAG
Keep your heart healthy! Includes knowledge relating to blood pressure, risk factors, medications, stress and ways to recognize the symptoms of heart disease. Convenient key tag with a fun and interesting question and answer format designed to test your knowledge!

Quantity	250	500	1,000	2,500
Wiz Key Tag	\$2.39	1.99	1.75	1.65 AB2C

Set Up: \$35(G). Product: 2-1/4" x 3-1/2"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



#2055



#2015



#2059

ITEM #2055 STROKE & HEART ATTACK POCKET SLIDER
The possibility of suffering a stroke is daunting. This new Pocket Slider outlines different types of stroke, signs and symptoms as well as some of the risk factors – some controllable and others uncontrollable. Also detailed are facts on heart attack, its causes, treatment and much more.

ITEM #2015 HEALTHY HEART POCKET SLIDER
With special sections on eating right, foods to avoid, heart attack warning signs, CPR, exercise and healthy living, the Healthy Heart Pocket Slider is important to everyone looking to maintain a healthy lifestyle!

ITEM #2059 HEALTHY HEART FOR WOMEN POCKET SLIDER
Heart disease is the leading cause of death in women and thus maintaining a healthy lifestyle – and a healthy heart – is vital to women. Included in this Pocket Slider are issues such as controlling blood pressure, cholesterol, menopause, hormone replacement therapy, birth control pills, healthy heart tips and much more.

Quantity	250	500	1,000	2,500	5,000
Pocket Slider	\$.64	.61	.57	.52	.49 5C

Set Up: \$35(G). Product: 3-3/4" x 8-1/2"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

All About Health



ITEM #2105 CONTROLLING YOUR CHOLESTEROL POCKET SLIDER
Stay healthy by keeping track of the important factors that influence your cholesterol level with this Pocket Slider. Filled with valuable information and tips on eating right, foods to avoid, good & bad cholesterol and significant risk factors to be aware of.

	Quantity	250	500	1,000	2,500	5,000
Pocket Slider		\$.64	.61	.57	.52	.49 5C

Set Up: \$35(G). Product: 3-3/4" x 8-1/2"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



ITEM #2001 BACKACHE PREVENTION POCKET SLIDER
Avoid painful and frustrating backaches by following the many helpful hints included in this slider. Topics include: causes of back pain, preventing & avoiding backaches, the importance of stretching, getting enough sleep as well as tips for sitting, standing, lifting and maintaining good posture.

	Quantity	250	500	1,000	2,500	5,000
Pocket Slider		\$.64	.61	.57	.52	.49 5C

Set Up: \$35(G). Product: 3-3/4" x 8-1/2"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

ITEM #4501

MED-TRACKER ID CARD HOLDER & RECORD KEEPER
Now you can keep all of your insurance and healthcare ID cards together with other personal health data. Card Holder has slots inside both front and back cover for cards. Inside pages have room to record information about you: doctors & specialists, emergency contacts, medications & prescriptions and allergies.



Back Cover Imprint

	Quantity	250	500	1,000	2,500	5,000
Tracker/Planner		\$1.09	.99	.95	.89	.82 5C

Set Up: \$35(G). Product: 3-7/16" x 2-1/2"
Imprint: 2-1/16" x 1-1/8", see foil colors on page 46



ITEM #7118 LIVING WITH ASTHMA KEY POINT
Help yourself to breathe freely by understanding asthma, its symptoms and early warning signs. Understanding the disease can help you to avoid the common triggers for attack. Handy Key Point design folds to the size of a credit card and has write-in sections for important phone numbers.

	Quantity	250	500	1,000	2,500	5,000
Key Points		\$.38	.32	.29	.27	.25 5C

Set Up: \$35(G). Product: 2-1/8" x 3-3/8"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46
Imprint on back cover. Key Points ship flat

ITEM #2016

LIVING WITH ARTHRITIS POCKET SLIDER
Arthritis means different things to different people, but all types of arthritis can be painful. Manage your arthritis with help from the many tips included in this slider. Among the topics are pain management, drugs & supplements, physical therapy, surgery and alternative treatments.

ITEM #2117

STAYING HEALTHY WITH DIABETES POCKET SLIDER
Millions of people are living with and managing diabetes. This Slider gives facts on all three types of diabetes, description of the disease, how insulin works, insulin pumps and injections, checking your sugar levels and tips for eating right – both at home and while dining out.



	Quantity	250	500	1,000	2,500	5,000
Pocket Slider		\$.64	.61	.57	.52	.49 5C

Set Up: \$35(G). Product: 3-3/4" x 8-1/2"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

All About Health



ITEM #6015 MEDICAL ALERT POST UP
In the event of an emergency, posting this important data in an easy-to-find location could save your life. Includes space to record your medical conditions and medications, your doctor, allergies and whom to contact in the event of an emergency.

ITEM #6017 READY RESPONSE POST UP
Know the warning signs of a heart attack and be prepared to offer rescue breathing and/or CPR to someone in need. Post up this guide and you will be able to familiarize yourself with the proper way to assist a victim who might need resuscitation or other medical care.

Quantity	250	500	1,000	2,500	5,000
Post Ups	\$.48	.43	.40	.37	.35 5C

Set Up: \$35(G). Product: 3-7/8" x 8-3/4"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



ITEM #2046 SLEEPING & YOUR HEALTH POCKET SLIDER
Getting a good night's sleep is one way to help you stay healthy. This Pocket Slider will help you understand the impact that proper sleep has on maintaining your health. Includes sleep tips to improve your sleeping habits and important information on sleep apnea, insomnia, sleep deprivation and narcolepsy.

ITEM #2142 UNDERSTANDING CANCER POCKET SLIDER
An informative and interactive slider with valuable information on types-of-cancer, cancer prevention, treatment – including chemotherapy and radiation, side effects, exercise and much more. Also features a comprehensive list of Do's and Don'ts for communicating with a friend or loved-one with cancer.

ITEM #2035 SKIN & SUN SAFETY POCKET SLIDER
Enjoy the sunshine and keep your skin safe from the sun's powerful rays. This Pocket Slider explains how and when to apply sunscreen, what to wear in the sun, times to avoid the sun, skin cancer causes, warning signs and other sun related ailments.

ITEM #2028 HEALTHY TEETH HEALTHY GUMS POCKET SLIDER
Know the facts and you will keep smiling with the many great tips included in this Pocket Slider. Topics include choosing a toothbrush, selecting the right type of toothpaste, brushing tips, flossing tips, choosing a dentist, tooth whitening and gum disease.

Quantity	250	500	1,000	2,500	5,000
Pocket Slider	\$.64	.61	.57	.52	.49 5C

Set Up: \$35(G). Product: 3-3/4" x 8-1/2"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

All About Health



#6003



#2124



#7004

ITEM #7004

MANAGING YOUR STRESS KEY POINT

Live stress free! This Key Point highlights the symptoms of stress – physical, psychological and behavioral – ways to cope, exercise and relaxation techniques, as well as tips on being kind to yourself and your body.

ITEM #2124 STRESS MANAGEMENT POCKET SLIDER

This Pocket Slider identifies stressful situations and coping mechanisms, as well as the importance of a good night's sleep, exercise, diet & nutrition and laughter. "Good Stress" and "Bad Stress" are both defined.

ITEM #6003 STRESS LESS POST UP

Stressed out? Post up this great list and start improving your life. Topics include managing your stress, getting organized, exercise & fitness and a list of tips to help you treat yourself well.

	Quantity 250	500	1,000	2,500	5,000
#7004	\$.38	.32	.29	.27	.25 5C
#2124	\$.64	.61	.57	.52	.49 5C
#6003	\$.48	.43	.40	.37	.35 5C

Set Up: \$35(G). Product: #7004: 2-1/8" x 3-3/8". Key Points ship flat. #2124: 3-3/4" x 8-1/2". #6003: 3-7/8" x 8-3/4".

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



ITEM #2120

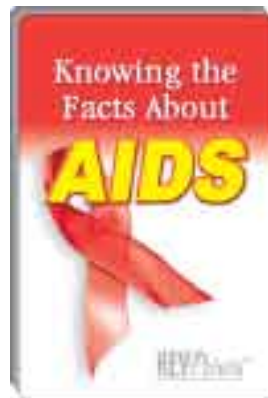
MENTAL WELLNESS POCKET SLIDER

Improve your own mental health and overall well-being with this Pocket Slider. Important topics covered include recognizing your problem, symptoms in adults, teenagers and children, warning signs, depression relating to gender, medications and more.

	Quantity 250	500	1,000	2,500	5,000
Pocket Slider	\$.64	.61	.57	.52	.49 5C

Set Up: \$35(G). Product: 3-3/4" x 8-1/2"

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



#7102

ITEM #7102 KNOWING THE FACTS ABOUT AIDS KEY POINTS

Keep yourself up-to-date on HIV and AIDS with this Key Point. Includes informative facts about the virus and the disease, how it can be transmitted, who is at risk as well as symptoms and testing.

ITEM #7117 FACTS ON STDs KEY POINTS

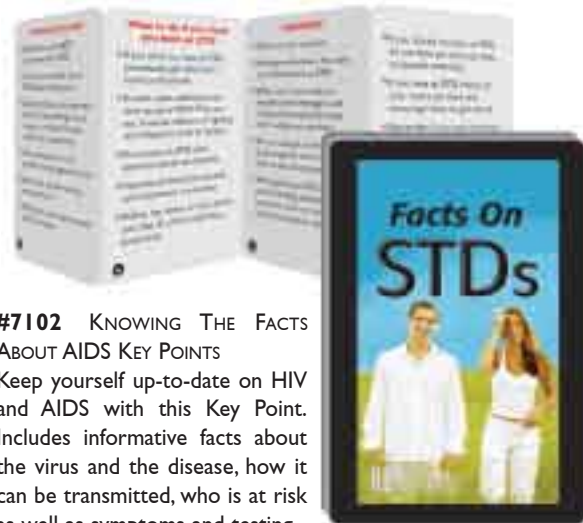
An educational guide to understanding sexually transmitted diseases. Includes common STDs, tips to protect yourself against disease, what does and does not protect you as well as guidelines for what to do if you think you might have STDs.

	Quantity 250	500	1,000	2,500	5,000
Key Points	\$.38	.32	.29	.27	.25 5C

Set Up: \$35(G). Product: 2-1/8" x 3-3/8"

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

Imprint on back cover. Key Points ship flat.



#7117

All About Health



ITEM #2044 LIVING WILL POCKET SLIDER
Item #3500 LIVING WILL & ADVANCE HEALTH DIRECTIVE POCKET DOCTOR
 Current and up-to-date information to help you understand and develop a living will. Information on choosing a durable medical power of attorney and a personal healthcare agent. Also includes an extensive glossary of terms, sample declaration form and important information on estate planning. Slider: interactive sliding chart. Pocket Doctor: 20 panel accordion fold brochure.

	Quantity	250	500	1,000	2,500	5,000
#2044		\$.64	.61	.57	.52	.49 5C
#3500		\$1.49	1.37	1.28	1.22	.98 5C

Set Up: \$35(G). Product: #2044: 3-3/4" x 8-1/2"
 #3500: 3-1/2" x 7-1/2". Inserted in vinyl sleeve.
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



ITEM #9502 GOOD HEALTH POCKET CALENDAR

Live well and enjoy life to the fullest! This handy monthly calendar and pocket-sized planner provides tips for healthy living, good nutrition, fitness, exercise and more. Brilliant, full color photographs highlight this new calendar for 2008. 13-monthly calendar pages provide ample room for appointments, reminders and more.

	Quantity	250	500	1,000	2,500	5,000
Pocket Calendar		\$.99	.95	.89	.84	.79 5C

Set Up: \$35(G). Product: 3-3/4" x 6"
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



SMILE, LAUGH, ENJOY POST UP
 be happy with this listing of more to enjoy life to its fullest! Some of sons listed to help you smile, laugh = having someone say, "I love you," fresh cut grass, finding something was lost and taking a long walk.

	250	500	1,000	2,500	5,000
	\$.48	.43	.40	.37	.35 5C

Product: 3-7/8" x 8-3/4"
 1-1/8", see foil colors on page 46



Peel and stick

ITEM #2053 BIRD FLU POCKET SLIDER
ITEM #7056 AVIAN FLU KEY POINT

What is the Bird Flu and should we be worried? These guides provide definitions and help you to understand this very important topic. Included are facts about the Avian (Bird) Flu, tips to help prevent the spread of the virus, advice for travelers and tips on safely eating poultry. Slider: interactive sliding chart. Key Point: wallet sized, fold-up card.

#2053

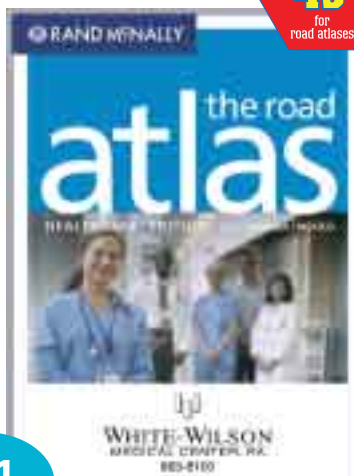
NEW!



#7056

	Quantity	250	500	1,000	2,500	5,000
#2053		\$.64	.61	.57	.52	.49 5C
#7056		\$.38	.32	.29	.27	.25 5C

Set Up: \$35(G). Product: #2053: 3-3/4" x 8-1/2".
 #7056: 2-1/8" x 3-3/8". Key Points ship flat.
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



See page 43 for road atlases

NEW!

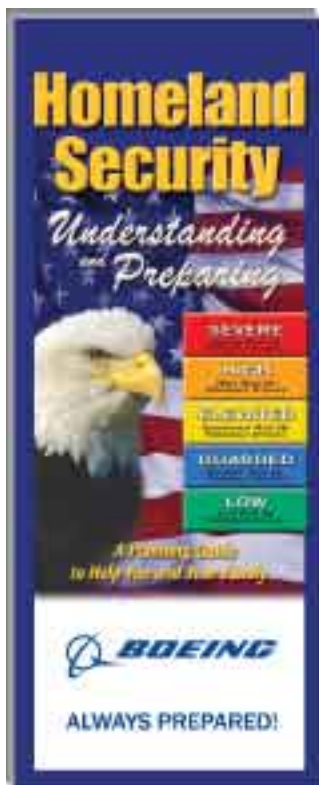
Item #9007 ROAD ATLAS HEALTHCARE EDITION
 Midsize atlas includes the United States, Canadian provinces, maps for more than 40 major cities, convenient on-page city and town indices, on-the-road resources, toll roads, first aid at home, healthier eating at work and blood pressure facts. 96 pages.

	Quantity	100	250	500	1,000	2,500
Atlas		\$5.60	5.24	4.82	4.81	4.45 2C2DE

Set Up: \$35(G). Size: 8" x 10-3/4". Imprint: 6" x 1-3/4"
 Includes black imprint. See page 43 for additional info.

Safety & Security

#7126



#3060



ITEM #7126 HOMELAND SECURITY KEY POINT

ITEM #3060 HOMELAND SECURITY POCKET PRO

Highlighted by valuable information that you might need in the event of an emergency, these planning guides are designed to help protect you and your family. Includes important tips to develop a communication plan for your family and features important national web sites and phone numbers. Key Point: wallet sized, fold-up card. Pocket Pro: 24 panel accordion fold brochure.

	Quantity	250	500	1,000	2,500	5,000
#3060		\$1.49	1.37	1.28	1.22	.98 5C
#7126		\$.38	.32	.29	.27	.25 5C

Set Up: \$35(G). Product: #3060: 3" x 7-1/2". Inserted in vinyl sleeve. #7126: 2-1/8" x 3-3/8". Key Points ship flat. Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

ITEM #2127

WORKPLACE SAFETY POCKET SLIDER

In the factory or in the office, this Pocket Slider features many great subjects such as how to avoid accidents, emergency planning, equipment, warehouse safety, office hazards and more. Also contains a first aid supply list.

	Quantity	250	500	1,000	2,500	5,000
Pocket Slider		\$.64	.61	.57	.52	.49 5C

Set Up: \$35(G). Product: 3-3/4" x 8-1/2"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



Available in Spanish

ITEM #2131 POISON PREVENTION & TREATMENTS POCKET SLIDER
Stay better informed and prepared about poisons with the help of this Slider. Among the important topics included are tips on storing poisonous materials around the house, common warning signs that someone has inhaled or ingested a poison and numerous other safety tips.

ITEM #2106 SAFE DATING POCKET SLIDER

This Pocket Slider outlines the important elements to maintain a healthy relationship, with tips to avoid bad relationships, end abusive relationships, and stay safe after a relationship ends. Includes a Dating Bill of Rights.



	Quantity	250	500	1,000	2,500	5,000
Pocket Slider		\$.64	.61	.57	.52	.49 5C

Set Up: \$35(G). Product: 3-3/4" x 8-1/2"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

#3708



NEW!

ITEM #2060 YOUR CHILD'S SAFETY AT SCHOOL POCKET SLIDER

ITEM #3708 SCHOOL SAFETY MINI PRO
School safety is a top priority for parents and school officials alike. These guides outline some of the many areas where we need to be conscious of safety, such as riding the bus, walking or riding a bike to school, dealing with strangers and working with the Internet. Also includes the importance of communication with children about safety issues. Slider: interactive sliding chart. Mini Pro: 12 panel accordion fold brochure.

#2060



	Quantity	250	500	1,000	2,500	5,000
#2060		\$.64	.61	.57	.52	.49 5C
#3708		\$.98	.89	.84	.79	.75 5C

Set Up: \$35(G). Product: #2060: 3-3/4" x 8-1/2"
#3708: 3" x 5-3/4". Inserted in vinyl sleeve.
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

Safety & Security



ITEM #6010
EMERGENCY TIPS FOR THE HOME POST UP
 Be Prepared! This handy information card will help you to always know what to do, when to call 9-1-1 and what to do before emergency services arrive in the event of an emergency. Fill in your emergency phone numbers and "Post Up" for easy reference.

Post Ups
 Peel and stick

Quantity	250	500	1,000	2,500	5,000
Post Ups	\$.48	.43	.40	.37	.35 5C

Set Up: \$35(G). Product: 3-7/8" x 8-3/4"
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

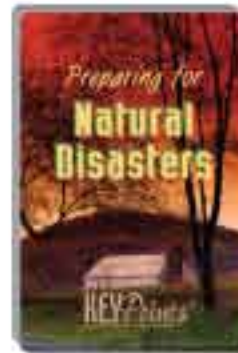
ITEM #6014
EMERGENCY GUIDE POST UP
 Keep all of your important emergency phone numbers close at hand with this Post Up. List personal emergency contacts, as well as police, fire, hospital, doctors and your utility companies.



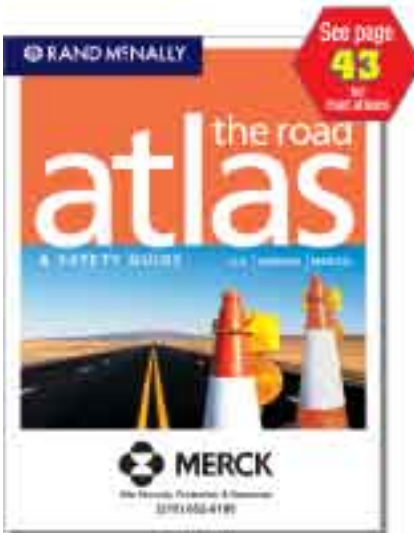
ITEM #7014
CPR & HEIMLICH MANEUVER BASICS KEY POINT
 Be prepared to help when help is needed with this instructional guide to basics. Follow the illustrated steps of CPR, CPR for infants, rescue breathing, and other life saving skills for those in need.

Quantity	250	500	1,000	2,500	5,000
Key Points	\$.38	.32	.29	.27	.25 5C

Set Up: \$35(G). Product: 2-1/8" x 3-3/8"
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46
 Imprint on back cover. Key Points ship flat



ITEM #7025
NATURAL DISASTERS KEY POINT
 Hurricanes, Tornadoes, Earthquakes – all can strike with a punch. Be prepared with these Key Points on what to do in the event that you find yourself living through a natural disaster.



#9002 ROAD ATLAS & SAFETY GUIDE
 UNITED STATES, CANADA, MEXICO
 Safety is a high priority with all of us! Includes: Editorial section covering a broad range of safety-related topics, including: defensive driving, cell phone safety, child safety seat use, senior driver, and more. 96 pages.

Quantity	100	250	500	1,000	2,500
Atlas	\$5.60	5.24	4.82	4.81	4.45 2C2DE

Set Up: \$35(G). Size: 8" x 10-3/4". Imprint: 6" x 1-3/4"
 Includes black imprint. See page 43 for additional info.



See page 41-42 for Potholders

THEMES	250	500	1,000	2,500
7" Square	\$1.98	1.86	1.79	1.75 4C

Set Up: \$35(G). Product: 7" square
 Imprint: 5-1/2" x 5-1/2"

FT
 Test fire detectors once a month & replace batteries twice a year!



ITEM #2010
FIRE & HOME SAFETY POCKET SLIDER
 A slider that should be in every home, with information on fire prevention, general safety tips, what to do in the event of a fire, safety in the kitchen and more. Extensive detail with tips for kids, seniors, pets, home improvement and much more.

Quantity	250	500	1,000	2,500	5,000
Pocket Slider	\$.64	.61	.57	.52	.49 5C

Set Up: \$35(G). Product: 3-3/4" x 8-1/2"
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

NEW!

Safety & Security



#2111

#3001

#W101

#7015

ITEM #2111 FIRST AID SAFETY TIPS POCKET SLIDER
ITEM #7015 FIRST AID MEDICAL EMERGENCIES KEY POINT
ITEM #3001 FIRST AID POCKET DOCTOR
ITEM #W101 FIRST AID WIZ KEY TAG

From minor bumps and bruises to critical emergency situations, these guides provide numerous important first aid safety tips and guidelines. Includes information on bleeding, minor burns, choking and CPR, as well as an extensive First Aid Kit supply list. Slider: interactive sliding chart. Key Point: wallet sized, fold-up card. Pocket Doctor: 24 panel accordion fold brochure. Wiz Key Tag: 36 page trivia Q&A.

	Quantity	250	500	1,000	2,500	5,000
#2111		\$.64	.61	.57	.52	.49 5C
#7015		\$.38	.32	.29	.27	.25 5C
#3001		\$1.49	1.37	1.28	1.22	.98 5C
#W101		\$2.39	1.99	1.75	1.65	— AB2C

Set Up: \$35(G). Product: #2111: 3-3/4" x 8-1/2"
 #7015: 2-1/8" x 3-3/8". Key Points ship flat.
 #3001: 7-1/2" x 3". Inserted in vinyl sleeve.
 #W101: 2-1/4" x 3-1/2".
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

ITEM #7055 ID THEFT KEY POINT
ITEM #3701 PREVENTING ID THEFT MINI PRO
ITEM #2034 IDENTITY THEFT POCKET SLIDER

Detailed information to educate you on the important topic of Identity Theft. Learn about types of ID Theft, ways to prevent it, warning signs that you might be a victim and a guide on what to do if you become a victim. Slider: interactive sliding chart. Key Point: wallet sized, fold-up card. Mini Pro: 12 panel accordion fold brochure.



#7055

#2034

NEW!

	Quantity	250	500	1,000	2,500	5,000
#7055		\$.38	.32	.29	.27	.25 5C
#3701		\$.98	.89	.84	.79	.75 5C
#2034		\$.64	.61	.57	.52	.49 5C

Set Up: \$35(G). Product: #7055: 2-1/8" x 3-3/8".
 #3701: 3" x 5-3/4" inserted in vinyl. #2034: 3-3/4" x 8-1/2".
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



#3701



NEW!

ITEM #9503 2008 SAFETY POCKET CALENDAR

Safety First – whether at home, at work or at play, safety should always be a top priority. Each month a different safety issue is addressed – from fire and home safety, to safety in the workplace, this pocket calendar will help you stay safe all year long. 13-monthly calendar pages provide ample room for appointments, reminders and more.

	Quantity	250	500	1,000	2,500	5,000
Pocket Calendar		\$.99	.95	.89	.84	.79 5C

Set Up: \$35(G). Product: 3-3/4" x 6"
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

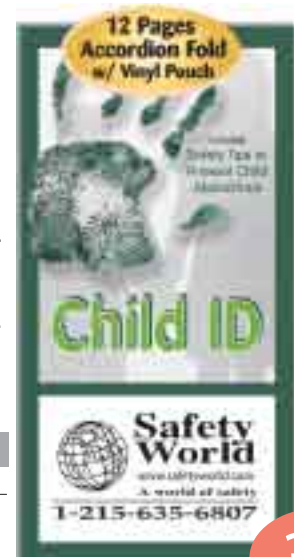
NEW!

ITEM #3702 CHILD ID MINI PRO

This 12 panel accordion fold brochure is a must have for any parent! Important record keeping sections allow you to collect DNA hair samples, fingerprints, and a current photograph and list of physical features of the child. Provides safety tips to help prevent child abduction and offers advice of what to do if your child is lost or missing. Comes with a protective vinyl sleeve for safe-keeping.

	Quantity	250	500	1,000	2,500	5,000
Mini Pro		\$.98	.89	.84	.79	.75 5C

Set Up: \$35(G). Product: 3" x 5-3/4". Inserted in vinyl
 Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

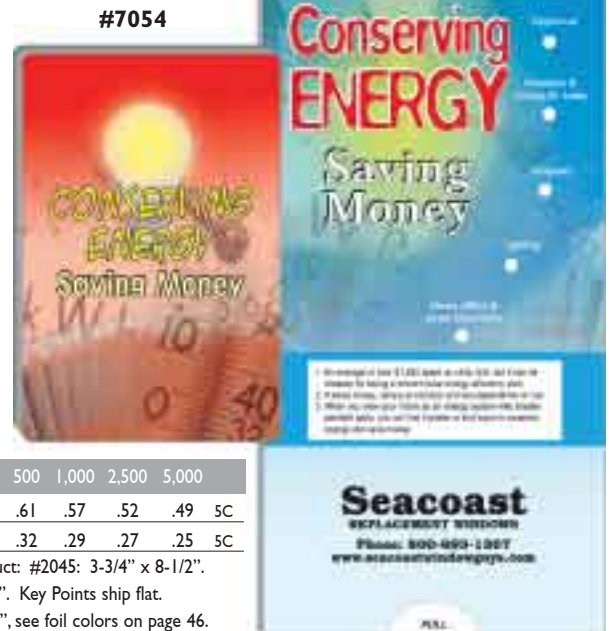
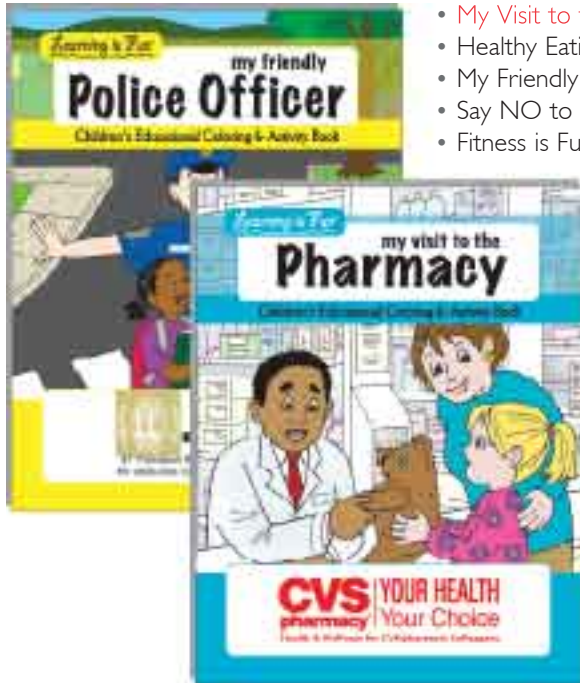


Banking & Financial

#2045

Learning is Fun™

- Fire Safety
- My Visit to the Doctor
- My Visit to the Pharmacy
- My Visit to the Bank
- Healthy Eating
- My Friendly Police Officer
- Say NO to Drugs
- Fitness is Fun



	Quantity	250	500	1,000	2,500	5,000
#2045		\$.64	.61	.57	.52	.49 5C
#7054		\$.38	.32	.29	.27	.25 5C

Set Up: \$35(G). Product: #2045: 3-3/4" x 8-1/2".
#7054: 2-1/8" x 3-3/8". Key Points ship flat.
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46.

- Fun filled activities for Kids
- Educational & Entertaining
- Creativity Sparks Learning!
- Coloring is Fun – LEARNING IS FUN!

NEW!

As Low As
\$.46 (C)

	Quantity	250	500	1,000	2,500	5,000
Coloring Book		\$.62	.57	.54	.48	.46 5C

Set Up: \$35(G). Product: 8" x 10-1/2"
Imprint: 5" x 1-1/2", see foil colors on page 46

ITEM #2045 CONSERVING ENERGY SAVING MONEY POCKET SLIDER

ITEM #7054 CONSERVING ENERGY KEY POINT
We all need to be energy conscious, and with a little effort can all save money, too. These Pocket Sliders and Key Points illustrate numerous ways to develop an energy saving plan and put a few extra dollars in your pocket! Product features include tips for heating & cooling, appliances & electronics, windows & doors, lighting and much more.



ITEM #5050 LITTLE BLACK BOOK

ITEM #5051 FLAG MINI PHONE BOOK

Attractive! Convenient! and Functional! Two inside pockets hold appointment cards. 24 pages of telephone and contact info listing from A to Z. Show your American colors with the patriotic flag design or choose our Little Black Book for a distinctive look.

	Quantity	250	500	1,000	2,500	5,000
Mini Phone Bk		\$1.09	.99	.95	.89	.82 5C

Set Up: \$35(G). Product: 2-1/2" x 3-7/16"
Imprint: 2-1/16" x 1-1/8", see foil colors on page 46



	Quantity	250	500	1,000	2,500
Hot Potholder					
7" Square		\$1.98	1.86	1.79	1.75 4C

Set Up: \$35(G). Product: 7" square.
Imprint: 5-1/2" square.



Post Ups

Peel and stick

ITEM #6104

MONEY WISE DOLLARS & SENSE POST UP
Post Up this informative guide and begin saving a few extra dollars! Tips include buying in bulk, cooking in large portions, shopping the clearance aisle, lower the thermostat when you are away from home, carpool to work, and many more.

	Quantity	250	500	1,000	2,500	5,000
Post Ups		\$.48	.43	.40	.37	.35 5C

Set Up: \$35(G). Product: 3-7/8" x 8-3/4"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

Banking & Financial



ITEM #2139

HOME BUYING TIPS & MORTGAGE CALCULATOR POCKET SLIDER
This guide offers home buying tips on shopping for a home, applying for a mortgage, making an offer, home inspections and closings. The entire back side features a comprehensive mortgage calculator to determine your monthly payments. Loan rates from 4% to 12%.

Quantity	250	500	1,000	2,500	5,000
Pocket Slider	\$.64	.61	.57	.52	.49 5C

Set Up: \$35(G). Product: 3-3/4" x 8-1/2"

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

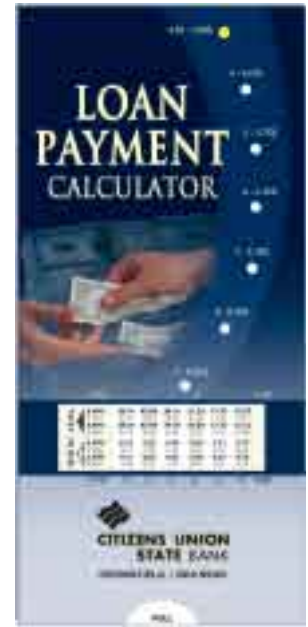
ITEM #2038 LOAN PAYMENT CALCULATOR POCKET SLIDER

Calculate your loan payments with interest rates ranging from 0.9% to 20% and loan periods ranging from 1 to 30 years. You can compute the amount of principal plus interest due each month for every \$1000 borrowed. Also includes tips to make the borrowing experience an easy one.

Quantity	250	500	1,000	2,500	5,000
Pocket Slider	\$.64	.61	.57	.52	.49 5C

Set Up: \$35(G). Product: 3-3/4" x 8-1/2"

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



ITEM #7108

MONTHLY BILL PAYING ORGANIZER KEY POINT

Follow these great tips to save money, and keep track of all of your monthly bills on one reference card. Record keeper allows you to track your bills over a 12-month period.

Quantity	250	500	1,000	2,500	5,000
Key Points	\$.38	.32	.29	.27	.25 5C

Set Up: \$35(G). Product: 2-1/8" x 3-3/8"

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

Imprint on back cover. Key Points ship flat



ITEM #9502 GOOD HEALTH POCKET CALENDAR

ITEM #9501 INSPIRATION POCKET CALENDAR

Live well and enjoy life to its fullest! These handy monthly calendars provide tips for healthy living and inspirational quotes, thoughts and ideas. Filled with magnificent, full-color photography, your message will be in full view for the entire year. 13-monthly calendar pages provide ample room for appointments, reminders and more.

Quantity	250	500	1,000	2,500	5,000
Pocket Calendar	\$.99	.95	.89	.84	.79 5C

Set Up: \$35(G). Product: 3-3/4" x 6"

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

Banking & Financial



#7055

ITEM #7055 ID THEFT KEY POINT

ITEM #3701 PREVENTING ID THEFT MINI PRO

ITEM #2034 IDENTITY THEFT POCKET SLIDER

Detailed information to educate you on the important topic of Identity Theft. Learn about types of ID Theft, ways to prevent it, warning signs that you might be a victim and a guide on what to do if you become a victim. Slider: interactive sliding chart. Key Point: wallet sized, fold-up card. Mini Pro: 12 panel accordion fold brochure.

NEW!

#3701

#2034



	Quantity	250	500	1,000	2,500	5,000
#7055		\$.38	.32	.29	.27	.25 5C
#3701		\$.98	.89	.84	.79	.75 5C
#2034		\$.64	.61	.57	.52	.49 5C

Set Up: \$35(G). Product: #7055: 2-1/8" x 3-3/8". Key Points ship flat. #3701: 3" x 5-3/4". Inserted in vinyl sleeve. #2034: 3-3/4" x 8-1/2".
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



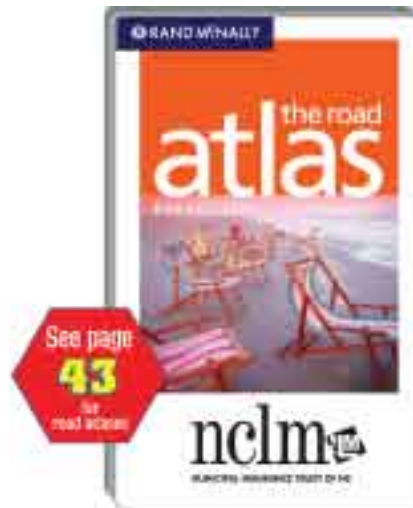
ITEM #3051

MANAGING YOUR FINANCES POCKET PRO

Easy to understand guide for financial goals, establishing a budget & understanding investment options. Features include money saving tips, stocks-bonds-mutual funds, tax tips & credit issues. 24-panel accordion fold brochure, attractively packaged with vinyl sleeve.

	Quantity	250	500	1,000	2,500	5,000
Pocket Pro		\$1.49	1.37	1.28	1.22	.98 5C

Set Up: \$35(G). Product: 3" x 7-1/2". Inserted in vinyl Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



Item #9800 POCKET ROAD ATLAS

UNITED STATES, CANADA, MEXICO
Competitively priced. This handy size includes 54 full-color road maps, a U.S. highway overview map, an easy-to-use city index, and a mileage chart listing distances between 30 major cities. 64 pages.

	Quantity	100	250	500	1,000	2,500
Pocket Atlas		\$2.59	2.44	2.00	1.97	1.80 2C2DE

Set Up: \$35(G). Size: 3-7/8" x 6-1/4". Imprint: 3" x 1" Includes black imprint. See page 43 for additional info.

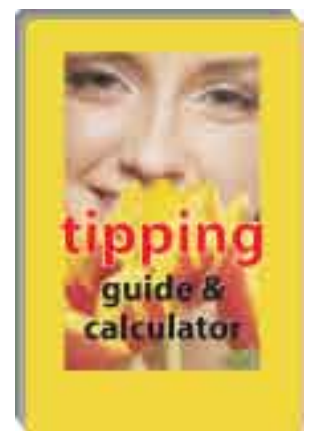
ITEM #7210

TIPPING GUIDE & CALCULATOR KEY POINT

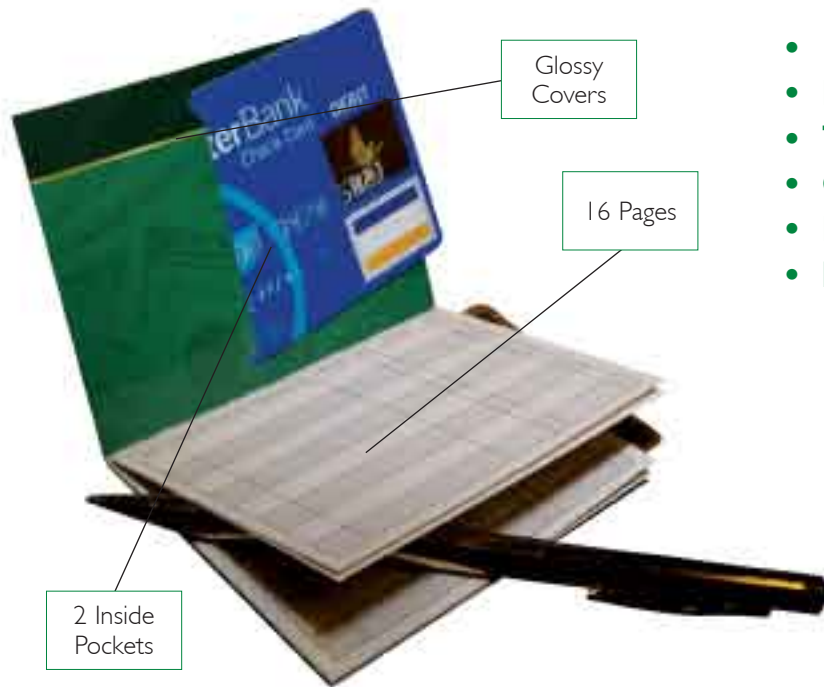
Offers basic tipping guidelines as well as a special section on tipping advice for the holidays. Tipping calculator shows 15% & 20% tips from \$1 to \$100.

	Quantity	250	500	1,000	2,500	5,000
Key Points		\$.38	.32	.29	.27	.25 5C

Set Up: \$35(G). Product: 2-1/8" x 3-3/8"
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46
Imprint on back cover. Key Points ship flat.



ATM Pocket Register



Glossy Covers

16 Pages

2 Inside Pockets

- **16 pages**
- **Laminated cover**
- **Two internal pockets**
- **Compact & convenient**
- **Fits in your wallet or purse**
- **Front and back cover imprints available**

High perceived value ATM Pocket Register and Card Holder comes with two inside pockets. Like a checkbook register, it allows you to record every ATM or debit card transaction.

	Quantity 250	500	1,000	2,500	5,000
ATM Register	\$1.09	.99	.95	.89	.82 5C

Set Up: \$35(G). Product: 3-7/16" x 2-1/2"
 Imprint: 2-1/16" x 1-1/8", see foil colors on page 46



ITEM #4051 Patriotic



Back Cover Imprint



ITEM #4052 Money



Back Cover Imprint



ITEM #4024 Arctic White



ITEM #4031 Executive Gold/Black



ITEM #4025 Floral



ITEM #4022 Blue Sphere



ITEM #4023 Red Sphere



ITEM #4021 Black Sphere

General Topics



NEW!

ITEM #9502

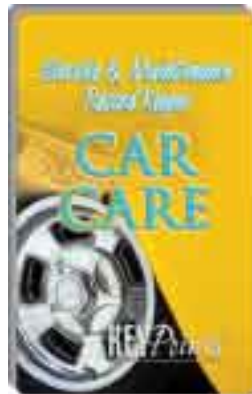
GOOD HEALTH POCKET CALENDAR

Live well and enjoy life to the fullest! This handy monthly calendar and pocket-sized planner provides tips for healthy living, good nutrition, fitness, exercise and more. Brilliant, full color photographs highlight this new calendar for 2008. 13-monthly calendar pages provide ample room for appointments, reminders and more.

Quantity	250	500	1,000	2,500	5,000	
Pocket Calendar	\$.99	.95	.89	.84	.79	5C

Set Up: \$35(G). Product: 3-3/4" x 6"

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



#7027

ITEM #7027 CAR CARE RECORD KEEPER KEY POINT

An oil change record keeper and tips on what to do if you are in an accident highlight this compact Car Care Key Point. Also contains information on car maintenance and safety tips. 8 Panels. Back cover imprinting.

Quantity	250	500	1,000	2,500	5,000	
#7027	\$.38	.32	.29	.27	.25	5C
#2043	\$.64	.61	.57	.52	.49	5C

Set Up: \$35(G). Product: #7027: 2-1/8" x 3-3/8". Key Points ship flat. #2043: 3-3/4" x 8-1/2".

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46



#2043

ITEM #2043 PET HEALTH POCKET SLIDER

Our pets become an extension of our family, and any pet owner will benefit from the helpful hints included in this Pocket Slider. Among the many great features are preventative medicine, common ailments, going to the vet, training, feeding, exercise, safety and the law. Also contains detailed tips of what to do in an emergency.



ITEM #3156

HOME MAKEOVER

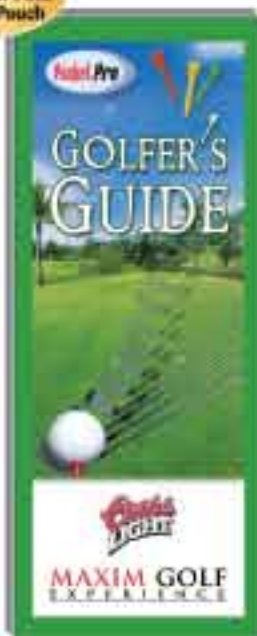
Practical tips and easy-to-follow project instructions. Tool box essentials, decorating and cleaning tips and a safety checklist.



ITEM #3158

CAR CARE

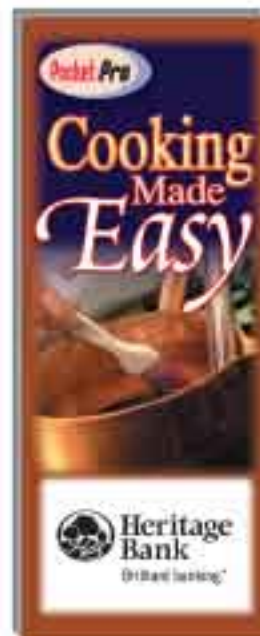
Maintenance & what to do in an accident, safety tips, ways to improve gas mileage and oil change record keeping section.



ITEM #3052

GOLFER'S GUIDE

Guide to help you lower your score and learn about the game. How to calculate your USGA Handicap, golf games.



ITEM #3059

COOKING MADE EASY



ITEM #3057

TRAVEL MADE EASY

Quantity	250	500	1,000	2,500	5,000	
Pocket Pro	\$1.49	1.37	1.28	1.22	.98	5C

Set Up: \$35(G). Product: 3" x 7-1/2". Inserted in vinyl
Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

Spanish Titles — Español Titula



#2002S – See page 9



#2026S – See page 11



#2017S – See page 28



#2027S – See page 32

Quantity	250	500	1,000	2,500	5,000
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Pocket Slider \$.64 .61 .57 .52 .49 5C

Set Up: \$35(G). Product: 3-3/4" x 8-1/2"

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

Quantity	250	500	1,000	2,500	5,000
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Med-Tracker \$ 1.09 .99 .95 .89 .82 5C

Set Up: \$35(G). Product size: 3-7/16" x 2-1/2"

Imprint: 2-1/16" x 1-1/8", see foil colors on page 46



NEW!

#4501S – See page 21

Back Cover
Imprint



#3007S – See page 26



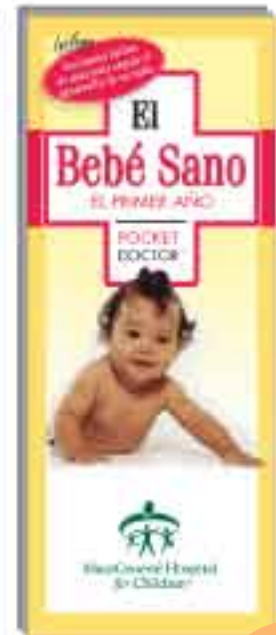
#3008S – See page 24



#3005S – See page 10



#3004S – See page 13



#3003S – See page 13

Quantity	250	500	1,000	2,500	5,000
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Pocket Doctor \$ 1.49 1.37 1.28 1.22 .98 5C

Set Up: \$35(G). Product: 3" x 7-1/2". Inserted in vinyl

Imprint: 2-1/4" x 1-1/8", see foil colors on page 46

24-Page
Accordion Fold
w/ Vinyl Pouch

Hot Potholders & Oven Mitts

Hot Pot

HOLDER™

MATERIALS

100% U.S.A. Made
 INNER FILL - Poly Cotton Fiber
 FABRIC - 60% Cotton & 40% Poly
 BINDING - Poly Cotton

Available Binding Colors For
 Premium & Standard. Actual colors may vary.

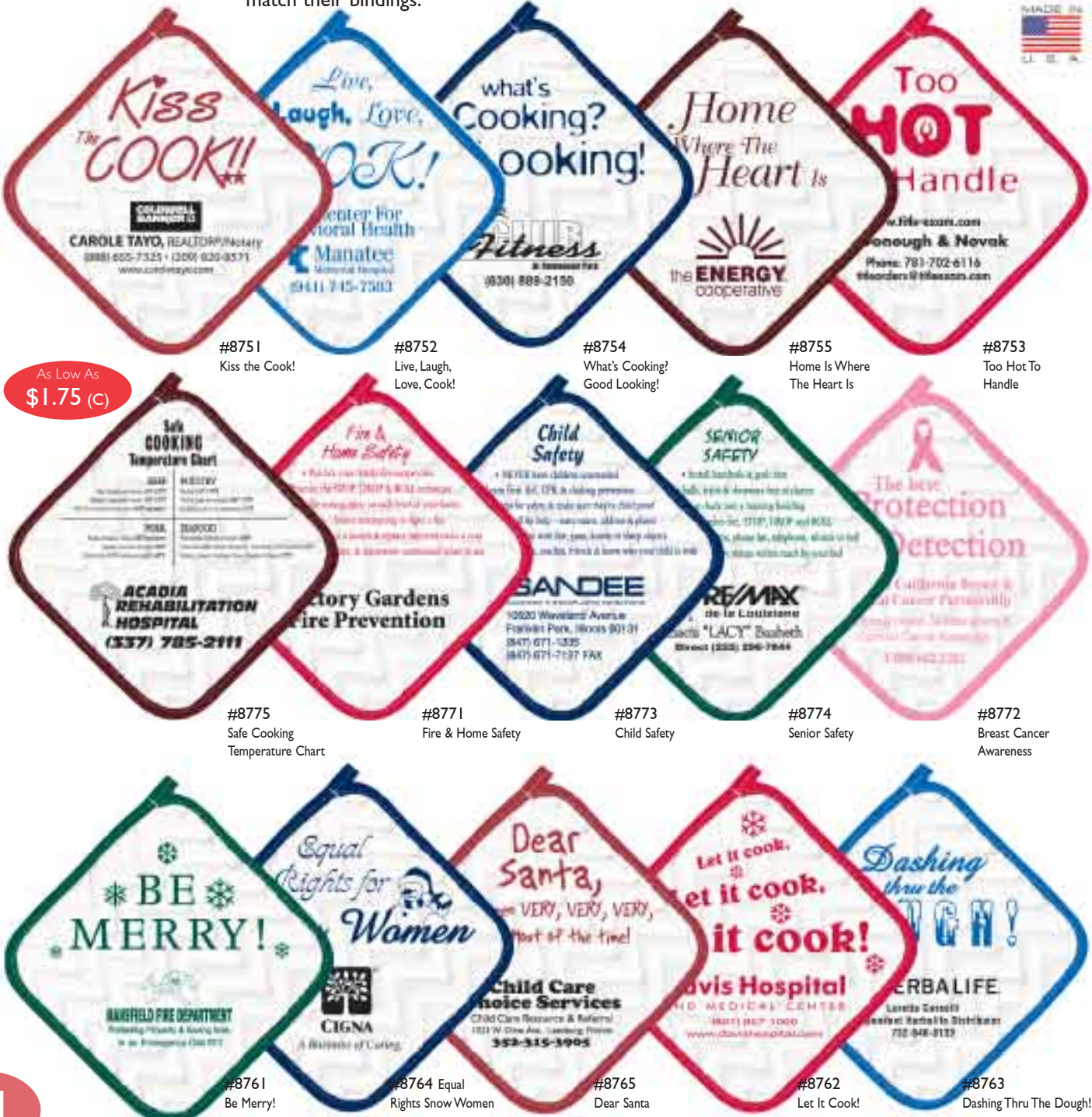
Premium	Pink	Red	Deep Red	Ruby
	Yellow	Kelly Green	Hunter Green	
Standard	Royal Blue	Navy Blue	Black	

Themes

Add a Theme to Your Next Promotion!

Choose from 15 beautifully designed potholders. Available in 7" square with rich solid-color backing to match their bindings.

THEMES	250	500	1,000	2,500	
7" Square	\$1.98	1.86	1.79	1.75	4C
Set Up: \$35(G). Product: 7" square					
Imprint: 5-1/2" x 5-1/2", including stock art					



As Low As
\$1.75 (C)

- #8751 Kiss the Cook!
- #8752 Live, Laugh, Love, Cook!
- #8754 What's Cooking? Good Looking!
- #8755 Home Is Where The Heart Is
- #8753 Too Hot To Handle

- #8775 Safe Cooking Temperature Chart
- #8771 Fire & Home Safety
- #8773 Child Safety
- #8774 Senior Safety
- #8772 Breast Cancer Awareness

- #8761 Be Merry!
- #8764 Equal Rights Snow Women
- #8765 Dear Santa
- #8762 Let It Cook!
- #8763 Dashing Thru The Dough!

Hot Potholders & Oven Mitts

Premium

*It Speaks Quality and Prestige!
Just Add Your Logo!*

Features white fabric front with patterned or solid-color back. Available in 6" & 7" round or square and 8" square with a variety of binding colors (see chart on p. 41).

PREMIUM	250	500	1,000	2,500	
6" Round/Square	\$1.67	1.64	1.58	1.53	4C
7" Round/Square	\$1.80	1.76	1.71	1.64	4C
8" Square	\$2.10	2.07	2.04	1.98	4C

Set Up: \$35(G). Product: 6" & 7" round or square, 8" square.
Imprint: 4-1/2", 5-1/2", 6-1/2" square, respectively



#8801
Dark Green
& Red Floral

#8802
Green Floral

#8803
Blue Floral

#8804
Burgundy Floral

#8805
Patriotic*

#8806
Gingham*

#8807
Red Bandanna

#8808
Snowman*

*Patterns subject to change

As Low As
\$1.53 (C)



#8842
Pink

#8843
Red

#8844
Deep Red

#8845
Ruby

#8846
Hunter Green

#8847
Kelly Green

#8848
Navy Blue

#8849
Royal Blue

#8850
Black

BARBEQUE & OVEN MITT

As Low As
\$4.29 (C)

NEW!



#8900
White on white

Quantity	250	500	1,000	2,500	
Oven Mitt	\$4.49	4.39	4.35	4.29	5C

Set Up: \$35(G). Product: 7" x 11"
Imprint: 4-1/2" x 4-1/2"



Standard

Available in 6" & 7" square or round and 8" square. Features white fabric on both sides

STANDARD	250	500	1,000	2,500	
#8601, #8602	\$1.50	1.46	1.42	1.37	4C
#8703, #8704	\$1.64	1.58	1.54	1.47	4C
#8705	\$1.95	1.92	1.89	1.82	4C

Set Up: \$35(G). Product: 6" & 7" round or square, 8" square.
Imprint: 4-1/2", 5-1/2", 6-1/2" square, respectively



#8601
6" Square

#8602
6" Round

#8704
7" Square

#8703
7" Round

#8705
8" Square

As Low As
\$1.37 (C)

Quick Ship

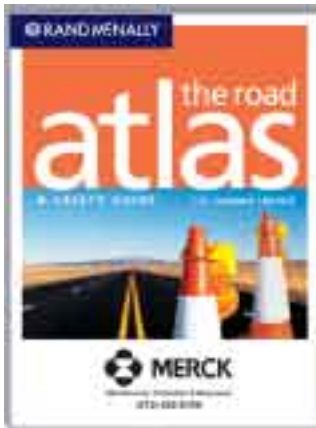
6" square white on white w/ navy binding

ONLY
\$1.63 (C)



Five days production from approved artwork.

Rand McNally Road Atlases



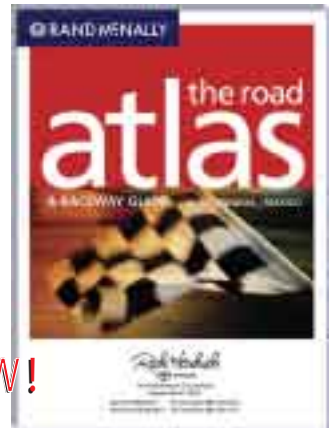
#9002 Road Atlas & SAFETY GUIDE

UNITED STATES, CANADA, MEXICO
Safety is a high priority with all of us! Editorial section covering a broad range of safety-related topics, such as defensive driving, cell phone safety, child safety seat use, senior driver, and more. 96 pages.

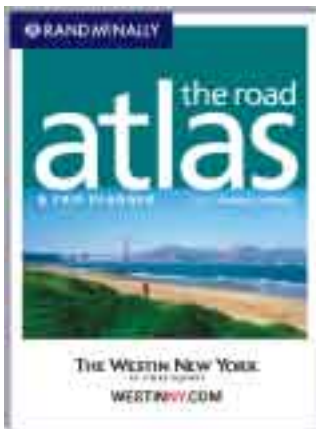
100	250	500	1,000	2,500	
\$5.60	5.24	4.82	4.81	4.45	2C2DE
Set Up: \$35(G). Size: 8" x 10-3/4". Imprint: 6" x 1-3/4"					
Includes black imprint. See below for additional colors.					
Ship bulk 50 per carton, weight 24 lbs.					

#9006 Road Atlas & RACEWAY GUIDE

Raceway directory of 29 major speedways includes locator map, directions and addresses. Features information on the top motor sports events at each track, list of nearby off-speedway attractions, handy mileage chart. 96 pages.



NEW!



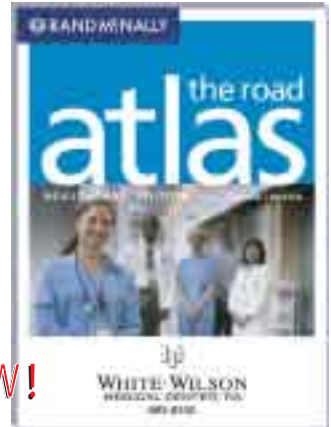
#9001 Road Atlas & TRIP PLANNER

UNITED STATES, CANADA, MEXICO
Make trip-planning hassle free with: Best of the road section highlighting top things to see and do on five great road trips, easy-to-use city and town indexes on state map pages, handy mileage chart covering 77 major cities. 96 pages.

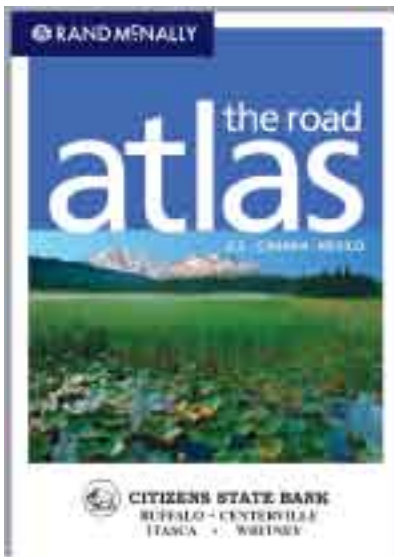
100	250	500	1,000	2,500	
\$5.60	5.24	4.82	4.81	4.45	2C2DE
Set Up: \$35(G). Size: 8" x 10-3/4". Imprint: 6" x 1-3/4"					
Includes black imprint. See below for additional colors.					
Ship bulk 50 per carton, weight 24 lbs.					

#9007 Road Atlas HEALTHCARE EDITION

Midsize atlas including the United States, Canadian provinces, maps for more than 40 major cities, and convenient on-page city and town indices. Features on-the-road resources, toll roads, first aid at home, healthier eating at work, & blood pressure facts. 96 pages.



NEW!



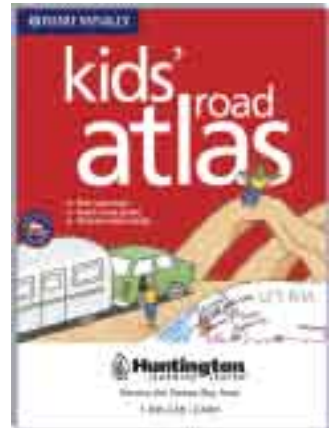
#9100 Large Road Atlas

UNITED STATES, CANADA & MEXICO
Large format Road Atlas includes individual road maps of every U.S. state and Canadian province, a one-page overview of Mexico and detailed inset maps of more than 300 cities and 20 U.S. National Parks. Features a mileage chart with more than 5,400 mileages, and a handy mileage and driving times map. 136 pages.

100	250	500	1,000	2,500	
\$9.95	9.12	8.22	8.15	7.15	2C2DE
Set Up: \$35(G). Size: 10-7/8" x 15-3/8". Imprint: 8" x 2-1/4"					
Includes black imprint. See below for additional colors.					
Ship bulk 25 per carton, weight 30 lbs.					

#9005 Kids' Road Atlas

This atlas will entertain children for hours and will educate them as well. It features simplified state road maps that are appropriate for children, plus dozens of games, state capitals, nicknames, birds, etc., and fun illustrations for each U.S. State, Canada and Mexico. Ages 6-12. 80 pages.



100	250	500	1,000	2,500	
\$3.54	3.38	3.06	2.97	2.67	2C2DE
Set Up: \$35(G). Size: 8" x 10-7/8". Imprint: 6" x 1-3/4"					
Includes black imprint. See below for additional colors.					
Ship bulk 24 per carton, weight 11 lbs.					

*Non Standard Imprint Color: \$35.00(G). PMS Colors Add: \$50.00(G). Other Imprint Color Selections: Process Blue, Reflex Blue, Orange (165), Red(199), Maroon(321), Violet, Warm Red, Yellow, Green, Purple, Rubine Red, Blue (293), Blue (300), Green (354), Green (357), Green (361), Brown(469).



#9800 Pocket Road Atlas

UNITED STATES, CANADA, MEXICO
Competitively priced. This handy size includes 54 full-color road maps, a U.S. highway overview map, an easy-to-use city index and a mileage chart listing distances between 30 major cities. 64 pages.

100	250	500	1,000	2,500	
\$2.59	2.44	2.00	1.97	1.80	2C2DE
Set Up: \$35(G). Size: 3-7/8" x 6-1/4". Imprint: 3" x 1"					
Includes black imprint. See left for additional colors.					
Ship bulk 250 per carton, weight 21 lbs.					

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Happy clients come from various industries:

- Banks
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- Health Fairs
- Corporate
- Sponsored Runs and Walks
- Doctor's Offices
- Pharmacies
- Fire Departments
- Mammography Clinics
- Veterinary Hospitals
- Sheriff's Department
- Fitness Centers
- Department of Public Safety
- Military
- Emergency Medical Services (EMS)
- Senior Health Services
- Medical Centers
- County Health Departments
- Sports Bars
- Restaurants
- Automobile Dealerships

The Pocket Slider is a "miracle wonder" **direct mail piece.**

100% stopping power
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Alphabetical Listing by Product Category

Stock	Title	Page	Stock	Title	Page	Stock	Title	Page
POCKET SLIDER			POST UPS			3007 Good Nutrition 26		
2101	Backache Prevention	28	6016	Babysitter's Emergency Guide	12	3007S	Good Nutrition (Spanish)	40
2058	Binge Drinking	22	6009	Breast Care - Self-Exams Save Lives	9	3003	Healthy Baby	13
2053	Bird Flu	31	6014	Emergency Guide - Phone Numbers	33	3003S	Healthy Baby (Spanish)	40
2041	Blood Pressure	15, 27	6010	Emergency Tips For The Home	33	3005	Women's Health	10
2002	Breast Cancer Awareness	9	6001	Healthy Eating - 70 Great Snacks	23	3005S	Women's Health (Spanish)	40
2002S	Breast Cancer Awareness (Spanish)	40	6012	Hooray For You	14	3500	Your Living Will and Advance Health Directive	31
2033	Calculating Carbs, Fat & Calories	25	6015	Medical Alert	19, 29	POCKET PRO		
2050	Child Abuse	18	6104	Money Wise Dollars & Sense	35	3158	Car Care	39
2004	Child Safety Tips	12	6002	Quick Tips for Cutting Calories	25	3059	Cooking Made Easy	39
2049	Childhood Obesity	18, 25	6006	Quit Smoking Today!	22	3052	Golfer's Guide	39
2045	Conserving Energy Saving Money	35	6017	Ready Response	29	3156	Home Makeover	39
2105	Controlling Your Cholesterol	28	6011	Safety At Home - A Kid's Guide	12	3060	Homeland Security	32
2051	Domestic Violence	11, 18	6007	Safety Tips for Seniors	19	3051	Managing Your Finances	37
2036	Drinking & Driving - with Alcohol Level Calculator	22	6005	Smile, Laugh, Enjoy	31	3057	Travel Made Easy	39
2107	Drug & Alcohol Abuse	22	6008	Staying Fit & Healthy - A Senior's Guide	19	MINI PRO		
2057	Eating Disorders	23	6003	Stress Less - Improving Your Life	30	3703	Child Abuse	18
2008	Expecting Mom	13	KEY POINTS			3702	Child ID	17, 34
2032	Fast Foods - Carbs, Calories & Fat	26	7056	Avian Flu	31	3705	Domestic Violence	11, 18
2100	Fire & Home Safety	33	7005	Blood Pressure Guide	15, 27	3704	Good Parenting	14, 18
2111	First Aid Safety Tips	34	7111	Breast Care - Breast Self-Exam Guide	9	3701	Preventing ID Theft	17, 34, 37
2012	Fitness & Exercise	24	7119	Breast Feeding	13	3707	Pro Golf Schedule & Fan Guide	8
2013	Good Nutrition	26	7027	Car Care Record Keeper	39	3700	Race Tracker & Fan Guide	8
2048	Good Parenting	14, 18	7121	Carbs - Includes Dieting Tips	25	3708	School Safety	12, 32
2014	Healthy Baby	13	7116	Children's Medical Emergencies	14	POCKET REGISTERS		
2015	Healthy Heart	15, 27	7054	Conserving Energy	35	ATM/Debit Card Registers (8 stock designs) 38		
2059	Healthy Heart for Women	9, 27	7014	CPR & Heimlich Maneuver	33	MINI PHONE BOOKS		
2028	Healthy Teeth Healthy Gums	29	7117	Facts On STDs	30	5051	Flag Design Mini Phone Book	35
2139	Home Buying Tips & Mortgage Calculator	36	7059	Fast Foods - Eating Right	26	5050	Little Black Book	35
2034	Identity Theft	17, 34, 37	7015	First Aid - Medical Emergencies	34	PLANNERS & TRACKERS		
2016	Living with Arthritis	28	7101	Healthy Snacks	26	4501	Med-Tracker, ID Card Holder & Record Keeper	16, 20, 21, 28
2044	Living Will	31	7126	Homeland Security	32	4501S	Med-Tracker, ID Card Holder & Record Keeper - Spanish Version	21, 40
2038	Loan Payment Calculator	36	7120	Hooray For You	14	4503	Women's Health Planner	10, 21
2118	Managing Your Weight	23	7055	ID Theft	17, 34, 37	CALENDARS & PLANNERS		
2019	Men's Health	16	7112	Immunization Guide & Record Keeper	14	9502	Good Health Pocket Calendar	6, 16, 21, 23, 31, 36, 39
2120	Mental Wellness	30	7122	Internet Safety for Kids	12, 17	9501	Inspiration Pocket Calendar	6, 9, 20, 36
2047	Osteoporosis	11	7102	Knowing the Facts About AIDS	30	9503	Safety Pocket Calendar	6, 34
2043	Pet Health	39	7118	Living with Asthma	28	9500	Women's Pocket Calendar & Health Guide	6, 10, 21
2131	Poison Prevention & Treatments	32	7004	Managing Your Stress	30	HOT POT HOLDER S		
2140	Pro Football - 2007 Season Schedule	7	7103	Managing Your Weight	23	Potholders and Oven Mitts 41, 42		
2056	Prostate Cancer	16	7023	Medication Record Keeper	20	RAND MCNALLY ATLASES		
2106	Safe Dating	32	7106	Men's Health Guide & Record Keeper	16	Large Road Atlas and Pocket Road Atlas 43		
2021	Senior's Health & Safety	19	7108	Monthly Bill Paying Organizer	36	WIZ KEY TAGS		
2054	Sexual Harassment	11	7025	Natural Disasters	33	W107	Baby WIZ	5, 13
2035	Skin & Sun Safety	29	7009	Senior's Health Organizer	19	W101	First Aid WIZ	5, 34
2046	Sleeping & Your Health	29	7058	Sexual Harassment	11	W104	Fitness & Exercise WIZ	5, 24
2122	Smoking & Tobacco	22	7210	Tipping Guide & Calculator	37	W103	Food & Nutrition WIZ	5, 23
2023	Sports Injuries	24	7124	Walker's Guide & Record Keeper	24	W108	Golf WIZ	5, 8
2117	Staying Healthy with Diabetes	28	7107	Women's Health Guide & Record Keeper	10	W102	Healthy Heart WIZ	5, 15, 27
2017S	Staying Healthy with Diabetes (Spanish)	40	7040	2007 Pro Football Schedule Guide	7	W109	Race WIZ	5, 8
2037	Stop Smoking - Quitting Tips & Cost Calculator	22	7053	2007 Race Tracker for NASCAR	8	W106	Senior's Health WIZ	5, 20
2124	Stress Management	30	7057	2007 Pro Golf Season Schedule	8	W105	Women's Health WIZ	5, 10
2055	Stroke & Heart Attack	15, 27	POCKET DOCTOR			• New Titles are in RED		
2142	Understanding Cancer	29	3002	Breast Cancer Awareness	9	• Spanish Language Titles are in GREEN		
2125	Walking For Your Health	24	3006	Child Safety Tips	12			
2026	Women's Health	11	3009	Counting Carbs	25			
2026S	Women's Health (Spanish)	40	3004	Expecting Mom	13			
2127	Workplace Safety	32	3004S	Expecting Mom (Spanish)	40			
2027S	Workplace Safety (Spanish)	40	3001	First Aid	34			
2060	Your Child's Safety at School	12, 32	3008	Fitness & Exercise	24			
			3008S	Fitness & Exercise (Spanish)	40			

GENERAL INFO

PROOFS:

Fax or email proof will be provided at no charge prior to production.

IMPRINTING:

Standard Foil Colors (price includes a one color hot stamp imprint):

■ Red (PMS 193) ■ Green (PMS 349) ■ Blue (PMS 280) ■ Burgundy (PMS 188)
■ Gold (PMS 125) ■ Pink (PMS 205) ■ Black

*Note PMS numbers are approximate colors of foil, not an exact match. We reserve the right to use offset printing or adapt variation of standard foil colors when appropriate.

Non-Standard Foil Colors :

Other foil colors may be available. Add \$35(G). Contact factory for exact color availability.

Multi-Color Imprints:

Add a set-up charge of \$35(G) per color and a running charge of \$0.12(G) per piece. Must get factory approval for Multi-Color Imprinting. Please note: On orders that are printed via hot stamp, the colors can not touch each other. Please allow 1/16" between imprint colors. No half-tones or gradations.

UNIMPRINTED PRODUCTS:

Use next column pricing. Product is shipped within two to four business days. Less than minimum: add \$12.50(G).

PRODUCTION TIME:

Production time is determined by the date art is approved. Standard production time is approximately 10 business days from receipt of approval. Custom jobs generally take approximately four weeks. Please specify an in-hands date on purchase order.

RUSH SERVICE:

Five Day Rush: Add 20% to order. Must have factory approval.

EXACT REPEATS:

There is never a set-up charge for exact repeats of artwork. If imprint copy changes in any way, the standard set-up charge applies.

COMBINED QUANTITY PRICING:

Permitted in the same product line when the imprint copy remains the same. If imprint copy changes, add \$35(G) per imprint change.

LESS THAN MINIMUM:

For quantities below stated catalog minimums, please add \$35(G) handling charge.

OVER/UNDER RUNS:

Hot Stamp Orders: exact quantity will be shipped on most orders.

Off-Set Printed Orders: subject to 3-5% over or under run.

RETURNS OR CANCELLATIONS:

Cancelled orders will be charged for work in progress and material ordered. Unimprinted orders are subject to a 20% restocking fee. Imprinted products are not subject to return unless defective. Return requests must be made within 48 hours of receipt and require approval and a Return Authorization Number. Returns without an RA number will not be accepted.

SAMPLE POLICY:

Samples are shipped at no charge with a supplied UPS, FedEx or DHL shipper number.

SHIPPING:

FOB Connecticut. Normal shipping is UPS Ground. Claims for lost or damaged shipments are to be made directly to the carrier. Shipping errors must be reported within 72 hours of receipt. We cannot be responsible for discrepancies received by third parties.

SHIPPING ACCOUNTS:

Orders that are to be shipped and billed to a specific account number must include account number and billing address for the account.

SHIPPING WEIGHTS

ATM Debit Card Registers: approximately 3 lbs. per 100 pieces.

Coloring Books: approximately 8 lbs. per 100 pieces.

Hot Pot Holders: approx. 8 lbs. per 100 pieces for 6" and 11 lbs. for 7".

Key Points: approximately 1 lb. per 100 pieces.

Key Tags: approximately 6 lbs. per 100 pieces.

Mini Card Holders: approximately 3 lbs. per 100 pieces.

Mini Phone Books: approximately 3 lbs. per 100 pieces.

Mini Pocket Pro: approximately 4 lbs. per 100 pieces.

Pocket Sliders: approximately 4 lbs. per 100 pieces.

Pocket Doctors/Pocket Pros : approximately 9 lbs. per 100 pieces.

Pocket Calendars: approximately 7 lbs. per 100 pieces.

Post Ups: approximately 2 lbs. per 100 pieces.

Rand McNally Atlases: See page 43.

DROP/SPLIT SHIPMENTS:

A handling charge of \$7.50(G) applies to each destination.

MISCELLANEOUS:

All Key Points ship FLAT. All Pocket Pros, Pocket Doctors and Mini Pros come inserted into clear vinyl sleeves.

ART INFO

PRINTING PROCESS

- HOT STAMPING is the normal imprinting process. See available colors under IMPRINTING.
- OFFSET PRINTING for custom jobs and higher quantity orders.

ELECTRONIC ART

- Email artwork to: art@betterlifeline.com (4MB file or smaller)
- FTP site: asi_betterlifeline.com. Call for distributor password.

Acceptable File Types:

- Illustrator & Photoshop CS
- QuarkXpress 6.5 (no Word files)

Acceptable Image Types:

- TIFF at 600 Resolution
- EPS & JPEG at 300 Resolution

No PDF, GIF, HTML, or Word files. Please convert all fonts to paths or outlines. We reserve the right to manipulate files to better accommodate our printing process (typeface sizes, line weights, etc.). Art should be in solid black (no grayscale). A fax or email proof will be provided before production.

CAMERA-READY ART - (at 100% or larger)

Art should be clean, black (no grayscale), and crisp on a smooth white background. Low quality camera-ready artwork will not be accepted. Fine lines and intricate art may lose some detail in the printing process.

RETURN OF ARTWORK:

Imprinting dies and artwork are kept on file for two years. Original artwork can be returned if requested on your P.O. at time of order.

ART CHARGES

Logo Alteration: \$40(G) minimum per half hour.

Art charges will apply if requirements are not met and any necessary alterations are involved in order to meet production standards. This includes excessive touch-up, rework or if submitted art has to be reworked or cleaned up.

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POCKET SLIDER™



As Low As **49¢**

QTY.	250	500	1000	2500	5000
	\$.64	.61	.57	.52	.49 (5C)

KEYPoints™



As Low As **25¢**

QTY.	250	500	1000	2500	5000
	\$.38	.32	.29	.27	.25 (5C)

WIZ KEY TAG



As Low As **\$1.65**

QTY.	250	500	1000	2500
	\$2.39	1.99	1.75	1.65 (AB2C)

Pocket Calendar



As Low As **79¢**

QTY.	250	500	1000	2500	5000
	\$.99	.95	.89	.84	.79 (5C)

ATM/DEBIT CARD REGISTER™



Back cover imprint

As Low As **82¢**

QTY.	250	500	1000	2500	5000
	\$1.09	.99	.95	.89	.82 (5C)

Planners & Trackers



As Low As **82¢**

Back cover imprint

QTY.	250	500	1000	2500	5000
	\$1.09	.99	.95	.89	.82 (5C)

Mini Pocket Pro



As Low As **75¢**

QTY.	250	500	1000	2500	5000
	\$.98	.89	.84	.79	.75 (5C)

Learning is Fun™



As Low As **46¢**

QTY.	250	500	1000	2500	5000
	\$.62	.57	.54	.48	.46 (5C)

POCKETDOCTOR™



As Low As **98¢**

QTY.	250	500	1000	2500	5000
	\$1.49	1.37	1.28	1.22	.98 (5C)

POSTUps™



As Low As **35¢**

Peel & stick

QTY.	250	500	1000	2500	5000
	\$.48	.43	.40	.37	.35 (5C)

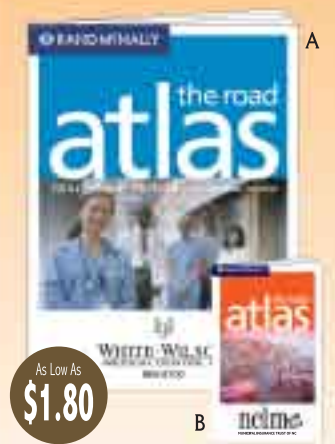
Hot Pot HOLDER™



As Low As **\$1.37**

QTY.	250	500	1000	2500
6"	\$1.50	1.46	1.42	1.37 (4C)
7"	\$1.64	1.58	1.54	1.47 (4C)

RAND McNALLY



As Low As **\$1.80**

QTY.	100	250	500	1000	2500
A	\$5.60	5.24	4.82	4.81	4.45 (2C2DE)
B	\$2.59	2.44	2.00	1.97	1.80 (2C2DE)