

- SUBSCRIBER PREMIUMS -

CARRY ALL CAR ORGANIZER #SP-1095

A great item for a Vacation Pak promotion. Fits around any car seat. Includes 4 mesh pockets, elastic pen holders, and a pocket with Velcro closure. Size 15"W x 23"H
Production Time: approximately 7 - 10 business days. Imprint Area: 5"W x 3"H on pocket. Color: black



	<u>50</u>	<u>100</u>	<u>250</u>	<u>500</u>	<u>1000</u>
1 color imprint	8.10	7.60	6.95	6.65	6.45
	Plus 45.00 set up				

FLASHLIGHT TOOL KIT #NE-1174

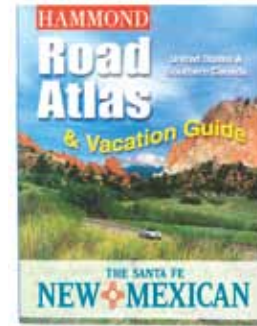
Tool Kit includes 4 precision screw drivers, 8 assorted 1/4" drive sockets, 9 power screwdriver bits, socket adaptor, and comfort grip handle. Flashlight includes batteries. Suggested imprint color: white. Size: 7 1/2" x 5 x 3 1/2"W
Individually boxed. Price includes 1 color imprint.
Production Time: approximately 5 business days
Imprint Area: 3/4"H x 2 1/2"W



	<u>25</u>	<u>50</u>	<u>100</u>	<u>250</u>	<u>500</u>
1 color imprint	6.50	6.25	5.95	5.50	4.95
	Plus 50.00 set up charge				

ROAD ATLAS & VACATION GUIDE #SP-1090

Hammond's full size 8-3/8" x 10-7/8" includes 48 pages of maps of all 50 states, metropolitan area maps, same-page city and town indexes, locator maps, points of interest all in a regional format that helps make state to state travel easier. Production Time: approximately 15 business days. Imprint area: 5-1/2"W x 1-1/4"H in black



	<u>250</u>	<u>500</u>	<u>1000</u>
1 color imprint	2.82	2.46	2.23
	Plus 50.00 set up charge		



5 X 30 BINOCULARS #SP-1152

Powerful 5 x 30 magnification, rubber grips, center focus, neck strap, professional quality optics, carry case with belt strap and lens cleaner. Includes gift box and imprint in 1 location. Carry Case size: 4-1/8"W x 4-1/2"H x 1-7/8"D. Production Time: approximately 7 - 10 business days
Imprint Areas: On Binocular: 1-1/8" x 1/4"; On Case: 2-1/4" x 1-1/8"

	<u>50</u>	<u>100</u>	<u>250</u>	<u>500</u>
1 color imprint	8.25	6.75	5.70	5.10
	Plus 45.00 set up			



NEWSPAPER DOGS #CP-1010

Boost your kiosk subscription sales with these fun guys! Includes a pre-printed newspaper in their mouths and your choice of a bandanna, cape or T-shirt. The bottom is bean-bag filled so it will stay sitting up. In white/brown and measures 5-3/4" tall. Not recommended for children under 3 years of age. Custom dogs available, minimum 1200.
Production Time: approximately 10 - 15 business days
Imprint Area: Bandanna: 1-1/4"H x 1-3/4"W
Cape: 1-3/4"H x 2-1/4"W
T-shirt (back side): 1-1/4"H x 2-1/4"W
Bandanna/T-shirt colors: green, red or royal blue
Cape colors: green, red, royal blue, yellow, black, white



	<u>48</u>	<u>200</u>	<u>500</u>	<u>800</u>	<u>1200</u>
1 color imprint	5.59	5.42	4.93	4.85	4.77
	Plus 25.00 set up charge				

Subscriber Premiums

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PLASTIC BAGS WITH DIE-CUT HANDLES #SP-1190

Ideal for give aways at county fairs and other public events. Bags are 2.5 mil thick with fold-over reinforced handles. Sizes: 9-1/2" X 14", 12" x 15" x 3" or 15" x 19" x 3". Larger quantities and other sizes available. Production Time: approximately 7 business days. Rush service available at extra charge. Bag colors: white, bright blue, red, pink, yellow, buff, gray, clear
 Imprint Areas: 9-1/2" X 14" = 6"W x 8"H

12" x 15" x 3" = 8"W x 8"H
 15" x 19" x 3" = 9"W x 9"H

1 color imprint/1 side	<u>250</u>	<u>500</u>	<u>1000</u>	<u>3000</u>
9-1/2" X 14"	0.40	0.37	0.32	0.27
12" x 15" x 3"	0.50	0.46	0.41	0.35
15" x 19" x 3"	0.60	0.54	0.49	0.45
	2.00 per square inch set up charge			
	Minimum plate charge = 36.00			



OUR EXCLUSIVE GENERIC NEWSPAPER DESIGN

In a hurry? Just email your masthead and tell us what you want typeset in the headline area – we'll do the rest! A proof will be emailed for your approval. Standard production time is 7 business days. Rush service available for shipping in as little as one day. Call or email for details and extra charges.

NON-WOVEN TOTE BAGS #SP-1105

Strong, durable and inexpensive, the non-woven polypropylene material looks like canvas. Two sizes available with long shoulder-length handles.
 Production Time: approximately 10 business days
 Imprint Areas on both sizes: 10-1/2"W x 10"H
 Colors: navy blue, red, royal blue, natural, black



1 color imprint	<u>150</u>	<u>300</u>	<u>500</u>	<u>1000</u>	<u>2000</u>
Size 15" x 16"	1.90	1.80	1.70	1.60	1.50
Size 18" x 14" x 4"	2.00	1.90	1.80	1.70	1.60
	Plus 40.00 set up charge				

ECONOMY POLY TOTE #SP-1111

600 denier polyester material with vinyl backing inside, with black top accents and 24" handles. Size 14"W x 15-1/2"H x 1-1/4" bottom gusset.
 Production Time: approximately 10 business days
 Imprint areas: 7-1/2"W x 8"H
 Colors: red/black, royal/black, forest green/black, teal/black, solid black

1 color imprint	<u>100</u>	<u>250</u>	<u>500</u>	<u>1000</u>
	3.41	2.99	2.82	2.59
	Plus 45.00 set up charge			



Looking for other types of tote bags? Go to www.lyonenterprises.com, click on Product Search then enter tote bags.



CANVAS TOTE BAGS #SP-1100

Available in natural 9 oz. canvas with polypropylene handles that measure 20" long. Size: 15" x 15" with a 3" gusset. Available in many other sizes and materials, with and without gussets – call for information. Prices include imprint on 1 side in 1 color.
 Production Time: approximately 10 business days
 Imprint areas: 10"W x 7"H or 7"W x 10"H
 Handle Colors: navy blue, royal blue, black, red

1 color imprint	<u>100</u>	<u>250</u>	<u>500</u>	<u>1000</u>
	3.80	3.45	3.20	2.95
	Plus 45.00 set up charge			



– SUBSCRIBER PREMIUMS –



AUTO OPEN UMBRELLA #SP-1212

Umbrellas were originally invented to shield the user from the sun. This updated model is perfect for the beach or golf links. Features include fiberglass shaft and frame (won't attract lightning), push button auto open, polished wood handle, nylon taffeta material in contrasting alternating colors and clear PVC cover. Prices include 1 color imprint in 1 location. Size 58" arc with 38" length. For 2 color imprint or extra location imprint, add 1.00. Production Time: approximately 10 business days. Rush service available at extra charge. Imprint Area: 10"W x 10"H. Color: royal blue/white, red/white, hunter green/white, navy/white, maroon/white

	<u>48</u>	<u>100</u>	<u>250</u>	<u>500</u>	<u>1000</u>
1 color imprint	17.10	16.80	16.30	15.70	15.10
Plus 50.00 set up					

BACK TO THE BEACH KIT #SP-1153

Use as a Vacation Pak incentive or other promotion. Kit includes imprinted backpack, imprinted flyer, imprinted sunglasses, 1 oz. bottle of SPF-15 sunscreen, and Aloe Vera gel packet. Production Time: approximately 5 business days
 Imprint Areas: backpack: 5"W x 3-1/2"H on front
 flyer: 4-3/4" diameter
 sunglasses: 1-1/4"W x 1/4"H on left temple
 Bag and flyer colors: red, royal blue, white



	<u>100</u>	<u>250</u>	<u>500</u>
1 color imprint	9.10	8.50	8.20
Plus 40.00 set up			

BEACH STREET 6 CAN COOLER/PACK #SP-1154

Lots of room for gear in the top drawstring pack that combines 600 D nylon with airy mesh fabric. Insulated leak-proof bottom cooler holds 6 cans and lots of ice with zipper closure. Also includes adjustable shoulder strap. Size 10" diameter x 20" high. Production Time: approximately 5 business days
 Imprint areas: 6"W x 5"H
 Colors: solid navy blue, royal blue, red, forest green, black; two-tone: white/red, white/yellow



	<u>48</u>	<u>144</u>	<u>576</u>	<u>1008</u>
1 color imprint	10.08	8.67	7.84	7.52
Plus 45.00 set up charge				

COMMUTER COOLER BAG #SP-1155

Adjustable carry strap, front storage pouch, large main compartment holds 12 can plus ice, dual mesh pockets for large bottles or snacks and elastic cord on top for extra storage. Heavy duty Vylon construction. Production Time: approximately 7 - 10 business days
 Imprint Area: 5"W x 5"H. Color: royal blue, red, green, black



	<u>50</u>	<u>100</u>	<u>250</u>	<u>500</u>	<u>1000</u>
1 color imprint	9.40	8.70	8.30	8.10	7.90
Plus 35.00 set up					



COOLER TUB #SP-1156

Watertight design, Vylon construction, 18 can capacity plus ice, zippered lid, dual carrying straps and front storage pouch. Production Time: approximately 7 - 10 business days
 Imprint Area: 6"W x 4"H
 Color: royal blue, red, green, black



	<u>50</u>	<u>100</u>	<u>250</u>	<u>500</u>	<u>1000</u>
1 color imprint	12.80	12.30	11.80	11.50	11.20
Plus 35.00 set up					



RAIN GAUGES #SP-1080

A great subscriber premium in two sizes. Mount on a post or fence with mounting screws (not included) or inserted into the ground. The small gauge features a 4" scale and a plastic tube. The larger version features a 6" scale and a cone-shaped plastic tube to resist breakage during cold weather. Replacement tubes are available. Size: small: 3-3/8" x 6-3/4"; large: 4-1/2" x 9-5/8". Individually boxed.

Production Time: approximately 10 – 15 business days
 Imprint Area: Large: 2"W x 3-1/2"H; Small: 1-5/8"W x 2-5/8"H
 Colors: white or recycled off-white



1 color imprint	<u>100</u>	<u>250</u>	<u>500</u>	<u>1000</u>
Large	3.37	3.08	2.92	2.81
Each extra color add	0.23	0.22	0.21	0.20
Small	1.92	1.77	1.66	1.60
Each extra color add	0.21	0.20	0.19	0.17
	Plus 35.00 set up charge			

INDOOR/OUTDOOR THERMOMETER #SP-1060

Constructed of acrylic, these rugged thermometers are designed for indoor or outdoor use. Size 3-1/2"W x 6-1/8"H. Individually boxed.

Production Time: approximately 10 – 15 business days
 Imprint Area: 2-1/4"W x 3-5/8"H
 Colors: white – for clear, add 0.15 each



	<u>100</u>	<u>250</u>	<u>500</u>	<u>1000</u>
1 color imprint	3.61	3.57	3.21	2.91
Each extra color add	0.25	0.24	0.23	0.22
	Plus 35.00 set up charge			

GARDEN TOOL SET WITH APRON #SP-1550

Complete set includes a pair of work gloves, 3 pronged cultivator, hand shovel, 3 pronged weeder, and a belted apron that holds all of the tools. Price includes 1 color silk screen imprint on apron. Engraving on handles of tools also available.

Production Time: approximately 7 – 10 business days
 Imprint Area: Apron: 3-1/2"W x 5-1/2"H. Colors: green apron



	<u>50</u>	<u>100</u>	<u>250</u>	<u>500</u>
1 color imprint	9.27	8.43	7.84	7.19
	Plus 45.00 set up charge			

MAGNIFYING CARD LIGHT #SP-1205

Credit card size magnifier combines a bright LED light with 2X and 4X magnification. Includes battery. Size 3-1/2"W x 2-1/8"H
 Production Time: approximately 10 – 15 business days
 Imprint Area: 1-3/8"W x 7/8"H. Colors: white, black



	<u>100</u>	<u>250</u>	<u>500</u>	<u>1000</u>
1 color imprint	3.20	2.95	2.75	2.60



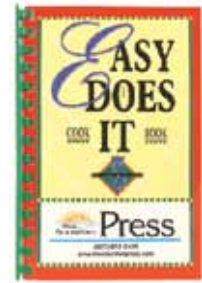
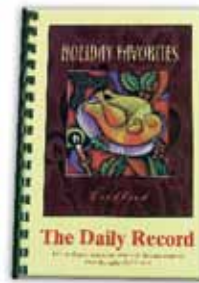
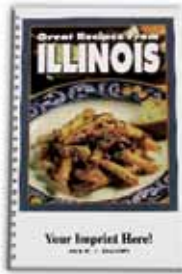
MAGNIFIER #SP-1200

For subscribers who complain about small type. Wafer-thin 2X Fresnel lens magnifies a large area of your newspaper at one time. The convenient vinyl border includes an imprint area. Size 7-1/2" x 11-3/4," individually poly-bagged.

Production Time: imprinted 7 business days
 Imprint Area: 3"W x 1/2"H
 Border Colors: Navy blue or black.

	25-99	<u>100</u>	<u>250</u>	<u>500</u>	<u>1000</u>
Unimprinted	2.95	2.35	2.30	2.25	2.20
1 color imprint	N/A	3.49	2.98	2.67	2.55
	Plus 45.00 set up charge for imprinted				

- SUBSCRIBER PREMIUMS -



COOK BOOKS #SP-1520

Now with 4 color process imprint of your logo at no extra charge! New titles include: Kids in the Kitchen, The Kid's Book of Food, Fitness and Fun, The Good Carb Cookbook. Also 44 State Cookbooks plus New England. Classic titles include Recipes for Healthy Eating, Cooking for the Heart, Tailgater's Cookbook, Low-fat Cooking, Seafood Cookbook, Easy Does It Cookbook. Each book is 88 pages, ring bound with imprint area on front cover. Optional imprint areas on inside front cover or back outside cover. Call for pricing.

Production Time: approximately 10 - 15 business days

Imprint Area on front cover: 4-1/2"W x 1-1/2"H.

	<u>100</u>	<u>300</u>	<u>500</u>	<u>1000</u>	<u>2500</u>
1 - 4 color process imprint	3.10	2.80	2.70	2.55	2.45

Price includes set up charge



Looking for other topics of cook books? Go to www.lyonenterprises.com, click on Product Search then enter cook books

WOOD HANDLE BAR-B-QUE SET #SP-1541

Includes fork, tongs and spatula with leather hanging straps. Packed in gift boxes. Prices include laser engraving or silk screen imprint on all three implements.

Sizes: fork 15", tongs 14-1/2", spatula 15".

Production Time: approximately 10 business days

Imprint Area: 2-1/4"W x 1/2" H on all 3 implements



	<u>50</u>	<u>100</u>	<u>250</u>	<u>500</u>	
Laser engraved	10.57	9.60	8.95	8.30	Plus 60.00 set up charge
1 color imprint	9.49	8.65	8.05	7.50	Plus 40.00 set up charge

FINGER OVEN MITT #SP-1540

Thumb and finger pockets of soft cotton terry cloth on the front and silver heat-resistant back to protect the hand. Great for Barbeques and taking dishes out of a microwave oven. Size 5-1/2"W x 8-1/2"H. Rush service available at extra charge.

Production time: 5 business days

Imprint Area: 2-3/4"W x 1-3/4"H

Colors: royal blue, red, black



	<u>150</u>	<u>250</u>	<u>500</u>	<u>1000</u>
1 color imprint	2.85	2.65	2.45	2.35

Plus 50.00 set up charge

7 PIECE CUTLERY SET WITH CUTTING BOARD #SP-1545

Includes Chef's knife, Filet knife, Boning knife, Utility knife, Paring knife, Sharpener, Cutting Board and Carry Case. Also includes Gift Box. Case size: 9-7/8"W x 14"H

Production Time: approximately 7 - 10 business days

Imprint Area: 3"W x 3"H on case

	<u>50</u>	<u>100</u>	<u>250</u>	<u>500</u>
1 color imprint	10.98	9.98	8.90	8.30

Plus 35.00 set up



Subscriber Premiums

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Or log on to lyonenterprises.com and search more than 500,000 items.

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ARTWORK:

We accept artwork by the following methods:

- 1) E-mail artwork to ray@lyonenterprises.com AND artwork@lyonenterprises.com. Suppliers require vector art created in software such as Adobe Illustrator. If you have embedded images in Illustrator, please send them also. They must be 100% at no less than 300 dpi, CMYK. Convert all fonts in Illustrator to "create outlines" or include all of your fonts in Mac or PC format.
- 2) Photoshop files must be CMYK and include all layers. Our minimum resolution is 300 dpi at 100% for all images. Also, please include all fonts.
- 3) Please include a separate .pdf file or fax a hard copy to 505-466-1754.
- 4) Disks – CDs or DVD disks are accepted.

EXTRAS

Orders may be shipped with additional over-runs or occasion under-runs approx. 3% to 15% of your order. If you would like an order shipped with the EXACT quantity please let us know when placing your order – extra charges may apply.

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