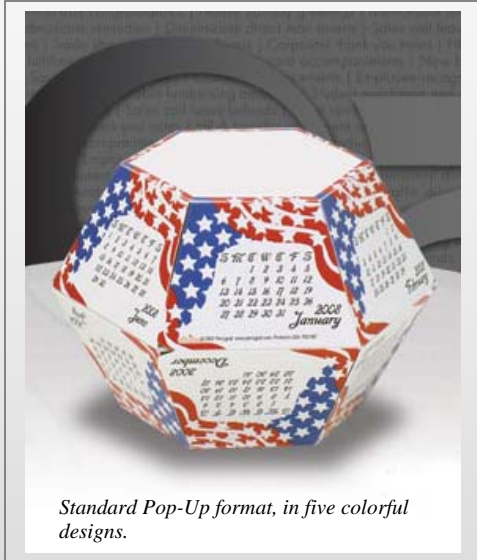


Pop-Up Formats: Simple Changes that Drive Selling Action

For years, our Pop-Up calendars were in steady demand because their flat-folding, postage-saving, spring-up format surprised recipients and was often saved, displayed and shared. But more recently, Pop-Up popularity has continued to increase. That's because customers continue to discover the affordable, action-driving versatility of this proven promotional powerhouse.



You're probably familiar with our **Standard Postage-Saver Pop-Up**. It comes in a range of colorful calendar designs, which are ideal for small business owners or anyone looking to add affordable excitement to an offer or event. This standard format:

- Mails perfectly flat, and at letter rate, to save measurably on postage
- Includes two separate imprint areas, which can feature two different messages
- Can be delivered in as little as 1-3 weeks
- Comes in a range of colorful, themed designs and split-year options
- Includes its own custom envelope, plus envelope pre-insertion



Design your promotional slip about 1/2" smaller than the outside envelope dimensions for an easy fit. Pick a Pop-Up that ties into your event or promotional theme, then use the insert slip to tie it all together.

Increasingly, our customers have begun to slip **promotional sheets or flyers** right into the envelope with the Pop-Up. This can be done at our facility, or at yours. It's an easy, inexpensive addition that allows you to link one of our standard designs to your themed event or promotion.

- A popular cell phone service provider, for instance, once chose our Globe design to promote a limited-time upgrade offer. Inside the envelope, they included an explanatory sheet that positioned them as a "Global Leader" in service and outlined their "World Class" international calling packages.
- A trade show management company chose the Stars & Stripes Pop-Up to promote a Fourth of July expo and announce an on-site raffle. Recipients were instructed to bring the Pop-Up as their raffle entry. An insert sheet promoted the show, and explained contest rules.

See Page Two for sales-driving customer twists on this tried-and-true promotional tool!

More Ideas: Punching Up Sales with Pop-Ups



3D Ornaments & Portfolios

The easy addition of ribbon or a hanger transforms our standard Pop-Up shape into a festive holiday ornament. We can custom-design your piece using foils, glitter or colorful graphics; and include featured products, even staff photos.
Hint: Tuck a small gift or coupon inside!

Modeling, talent, and service portfolios stand up and get noticed when they're presented dimensionally. Include a URL to drive recipients online for added information and downloads. Twelve separate panels – plus two imprintable areas – provide plenty of space to showcase what you offer.



Web Site & Event-Drivers

Many clients custom-design each calendar panel to offer a different online monthly discount. This encourages recipients to keep the Pop-Up, and to visit your web site at regular intervals for downloadable offers and savings.

Other customers tuck tickets, tokens, or coupons right inside the Pop-Up when promoting an offer or event. These are held inside when the Pop-Up folds flat. You can also use a "T-Card" (which protrudes from the top of the Pop-Up in different shapes – see photo at right) as a tear-off coupon or ticket that recipients need to save or present.

Quality Logo Products offers a different online discount each month, turning the Pop-Up into a keep-handy "coupon" that drives action online.



Pop-Up People™

Add a little "character" to your sales and marketing promotions! The addition of arms, legs and a whimsical "head" transforms your Pop-Up into an industry-themed "Pop-Up Person" who can conceal raffle tickets, entry coupons, or online keycodes inside a 3D "tummy." Guaranteed to provoke a chuckle and get displayed on a desktop, Pop-Up People are ideal for driving online and event traffic; promoting a new product; or making a special announcement. Each folds perfectly flat for easy mailing, then springs open to introduce your message in a uniquely entertaining way.



... an action-driving Pop-Up to the core! Tuck special tickets, tokens, coins, even sample menus or product specs inside, then invite customers online (or in-store) for expanded content or savings coupons.