



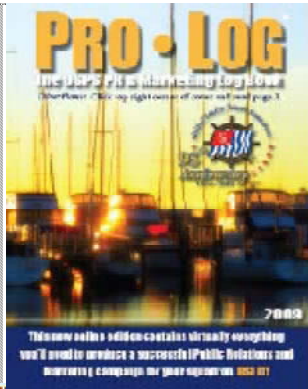
Public Relations Catalog

[TO PRINT A COPY OF THE PR CATALOG CLICK HERE](#) [CLICK HERE FOR PR ORDER FORM](#)

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Please order materials at least 30 days in advance. All orders are processed in order received and shipped via UPS Ground. If, when your order is processed, you would like priority delivery at additional expense, please indicate your preference as follows:
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PRO-LOG ON LINE— This new comprehensive online and PR manual is on line and it incorporates a program that allows the viewer to turn pages with the click of a mouse, enlarge text, listen to audio and see and hear streaming video. You can search on a chapter in the index and it will take you directly to that chapter. The book also includes more than a dozen links to other useful resources such as US Coast Guard Statistics. The links also allow you to download a variety of USPS logos as well as Popeye art work and graphics. **PRO-LOG** provides a great amount of public relations information and covers many subjects from press releases to strategic planning.



Public Service Boating Announcement
 The DVD contains six Award Winning 30-second DVDs for television broadcasting on television stations. They were produced by Rankine and were selected as the first place winner at the national level years ago.

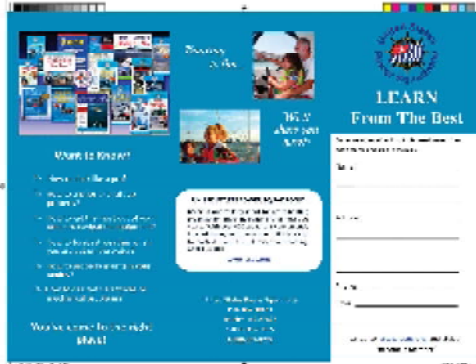
#07-30-100 \$3.00



Marketing Disks
 These 2 disks are to help you to market your squadron. Dr. David L. Wyson, an associate professor of marketing at the University of North Texas, Dallas. Jeff Crilley, an Emmy award winning TV anchor on Dallas TV, just to name a few speakers on these disks.

#07-26-103 \$8.50 for 2 disks

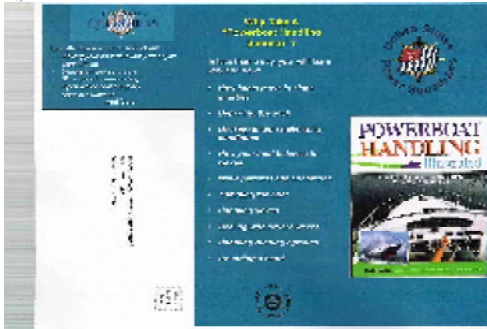
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Join The Best

This is meant to be a boat show/event handout. The return address form would be returned directly to the squadron.

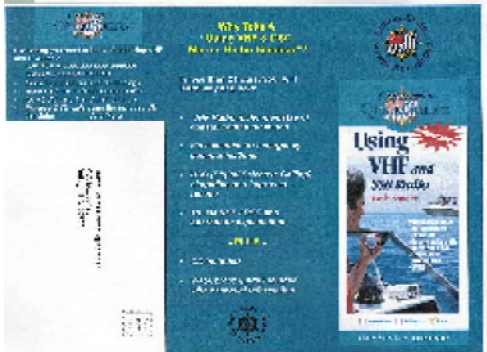
#09-39-105 Pack of 25 \$7.50



Powerboat Handling TriFold

This seminar folder has to be ordered from National. You will have information after you receive it.

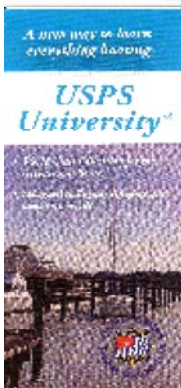
09-73-143 - 10 cents each



VHF and SSB Radio TriFold

This seminar folder also has to be ordered from national. You will have your information after you receive it.

09-73-149 - 10 cents each



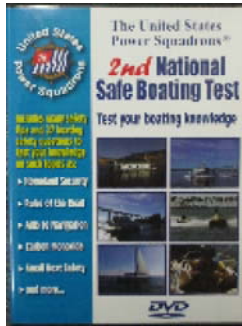
USPS University Brochure

Inside this brochure you will find lots of information on a seminar series and boat operator certifications. Building Elective topics on essential skills. Focused topics.

09-63-101. - No Charge

2nd National Safe Boating Test DVD

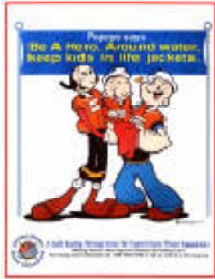
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Test your boating knowledge Includes many safety tips a boating safety questions to test your knowledge on such

- ** Homeland Security
- ** Rules of the Road
- ** Aids to Navigation
- ** Carbon Monoxide
- ** Small Boat Safety and more

08-30-117 – No Charge



Popeye, Olive Oyl and Sweetpea Poster - Ne smart looking, eye catching. Catches the eye of the young No charge, but please only order what you will use. (Also download several other GPSAs)

- #07-26-100 8½ X 11**
- #07-26-101 11 X 17**



Decals - New Boating Course graduate decal. This decal should be given to everyone who has successfully completed Squadron Boating Course or Boat Smart. This means everyone of your squadron should display one. It can be put on boat trailers.

- #08-30-122 \$.20 each Small Size**
- #08-30-123 \$3.00 each for 12" decal**



USPS Service Club Sign

All signs are printed on .08" aluminum blanks. The logo has a white reflective background and the info sign has a blue reflective background (same color as the lettering on the logo) with reflective white lettering. Mounting post and hardware supplied locally. Logo decals can be used to refresh or applied to existing surfaces for other display situations. Sign text must be specified.

[Click here for more information and order form](#)



Decals - Boating Course graduate decal. This large decal is used for boat show, dealer, classroom and other displays.

- #08-30-123 12-inch \$3.00 ea.**

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"Show and Go" Display - This new 42 inch-by 4 inch display with high resolution graphics is just what need for your boat shows, classroom displays, dealer s National Safe Boating Week and other Events. Think possibilities. Use your Visa® or Master Card® and ge day delivery. The cost is \$260.

Order direct from Downing Displays at (800) 883-180



USPS POP UP CANOPY

This USPS Pop-Up Canopy is excellent for squadron outdoor exhibits. Measures 10' x 10' and has a height approximately 15'. The height can be adjusted.

The components of the canopy are:

One (1) hard carrying case with canvas bag for the alu frame.

Four (4) weight bags to stead the frame, the bags come canvas bag.

One (1) aluminum frame.

One (1) customized sidewall with USPS emblem.

The unit ships in two pieces. The aluminum frame shi the hard carrying case (see photo). All other pieces sh cardboard shipping carton. Instructions for set up a attached to the inside of the frame bag.



11-30-014 See below for pricing

Freight for each set (2 pieces) is approximately \$85.00 way (based on UPS ground rates) from California to N The canopy will ship from USPS headquarters in Raleigh Squadrons may order on the SOF (Standard Order Form Please specify the needed delivery date. The unit will UPS ground unless another shipping method is specifi Squadron account will be billed for the canopy at the \$2075.47 plus the cost of shipping. When the canopy returned to HQ a credit will be issued to the squadron account in the amount of \$2075.47. When returning t canopy to HQ please send the tracking number to stevensa@hq.usps.org. A late fee of \$100 will be char the squadron account if the shipping notice is receive than 5 days after the last day of the event. Any damag be charged at cost to the squadron account.



Blue Velcro Panels with Podium

Booth measures is 8' long and is designed to fit into a 10' or 9' x 10' trade show booth.

Pop up frame and magnetic panel attachments. Two s arm lamps fit in the top of the booth.

Panels wrap around the end of the frame. 5 panels.

White header has Velcro strips to attach to the top pan

Booth comes packed in the rolling podium container. Weight is approximately 75 pounds.

#11-30-015

Order on standard squadron order form. Will ship standard ground UPS unless otherwise specified. Please return to headquarters immediately upon completion of your show.

Squadron account will be billed \$3,500 plus the cost of shipping. When the booth is returned to HQ a credit will be issued to the squadron account in the amount of \$3,500. When returning the booth to HQ please send the tracking number to stevensa@hq.usps.org. A late fee of \$100 will be charged to the squadron account if the shipping notice is received later than 5 days after the last day of the event. Any damages will be charged at cost to the squadron account.



PR Booth Graphic Panels with Podium
Booth measurement is 8' long and is designed to fit in 8' x 10' or 9' x 10' trade show booth. Pop up frame and magnetic panel attachments. Two swing arm lamps fit top of the booth. Panels wrap around the end of the frame panels.

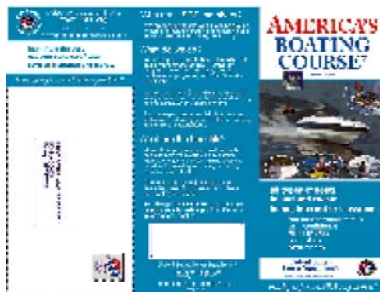
YOU CANNOT USE VELCRO ATTACHMENTS WITH THIS BOOTH.

Booth comes packed in the rolling podium container. Weight is approximately 75 pounds.

#11-30-010

Order on standard squadron order form. Will ship standard ground UPS unless otherwise specified. Please return to headquarters immediately upon completion of your show.

Squadron account will be billed \$3,500 plus the cost of shipping. When the booth is returned to HQ a credit will be issued to the squadron account in the amount of \$3,500. When returning the booth to HQ please send the tracking number to stevensa@hq.usps.org. A late fee of \$100 will be charged to the squadron account if the shipping notice is received later than 5 days after the last day of the event. Any damages will be charged at cost to the squadron account.



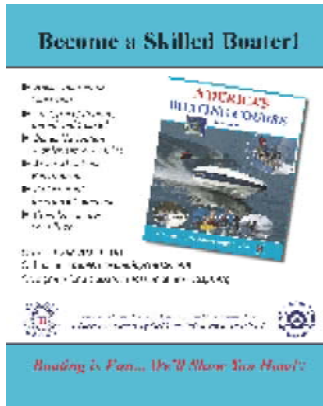
[Click on picture to see front.](#)
[Click to see inside](#)

America's Boating Course Tri Fold

There is a blank space to stamp local squadron contact information.

There is also a perforated tear off section that can be mailed to USPS Headquarters for information. The tear off mailing section can be electronically modified so local squadrons can put in their mailing information instead of HQ mailing address. HQ Marketing can modify the address for local squadrons and send the file electronically for local squadrons to print in any quantity they choose. The local squadrons will bear the cost of individual brochure printing.

#09-73-136 No Charge

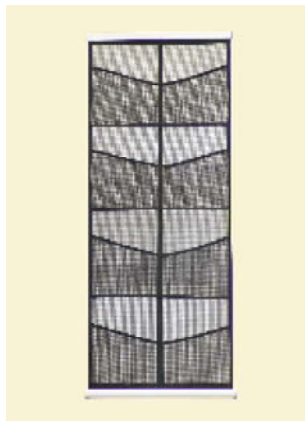


America's Boating Course 3rd Edition
 Advertising poster for squadrons to use as handouts, window signs, booth signs.

08-73-104 11" x 14"

08-73-105 8.5" x 11" No Charge

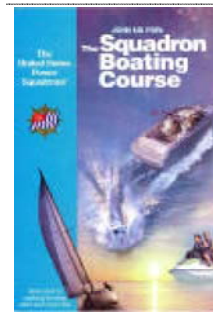
[Click for a clear view](#)



Media Holder

A pop up literature holder. Holds eight 8.5 x 11 book; you can double up with brochures and flyers. Lightweight. Easy to assemble. Excellent way for squadrons to display their literature shows. Two available for loan. Squadron accounts will be bill and given credit upon return.

08-30-108 Replacement value is \$75 each



Boating Course Posters - Available in two sizes these new color posters will draw people to your upcoming classes. They are designed to accommodate local squadron information. Order up to 50 posters at

#08-30-104 16 by 22 inches Free




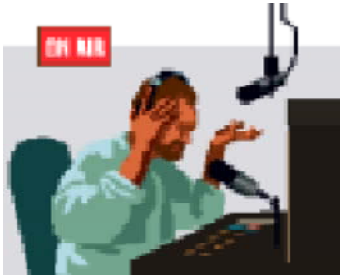



Posters Easels and Pockets – Available for use with the new poster, just slide your poster between the top easel and clear plastic cover and you have a great display. Add the “Peel & Stick” literature pocket to the lower right corner and you can add a take home brochure (See Boating Course Brochure below) and your class schedule for your customers.





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	<p>#08-30-124 11 by 17 inches \$2.75ea. #08-30-125 8½ by 11 inches \$2.00ea. #08-30-126 Pockets \$1.00 ea.</p>
	<p>One on One Card - This business card is just the size to carry with you. Give it to anyone who has an interest in boating. The card is folded in half and has information about courses inside. Put your name, address and telephone number on the back and they'll know how to contact you. <u>This card is not available in sheets of four.</u></p> <p>#08-30-120 \$.10 ea.</p>
	<p>USPS Banner & Displays These are fantastic, light weight and the cost is reasonable. They look so good you will want them for your squadron.</p> <p><u>Click here for more information</u></p>
	<p>Snoopy Activity Coloring Book - Use these fun kids books to draw in the parents. Lots of fun for the kiddies.</p> <p>#11-30-001 No Charge</p>
<p><u>Click for a better view front</u> <u>Inside view</u></p>	<p>Learn From The Best Tri-fold promoting USPS Printed on 100# gloss white colors with tear off perforation for information request file can be modified for individual squadron mailing information by HQ Marketing and sent to squadrons for printing.</p> <p>#08-30-151 100 flyers to a pack, \$0.10 each.</p>


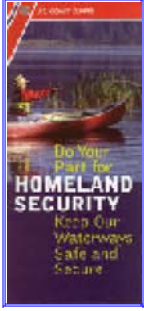
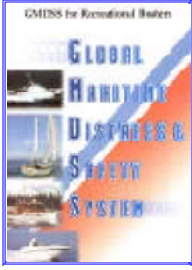

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	<p>Presentation Folders - A great membership and tool, also. Put together all your squadron benefit information and present to Squadron Boating Course or Boat Smart graduates or other potential new members. Use it as a media release packet or VIP kit to show others why they should join, contribute to or help your squadron.</p> <p>#09-39-104 75 cents each</p>
	<p>U.S.P.S. BANNER - Borrow this 20-foot-long banner from headquarters for two weeks at a time. Use it for special events such as Safe Boating Week, boat parades, conferences, etc. Hang it on the side of a lead boat in parades or district rendezvous. Order it in advance of event. You only pay \$10 plus return freight.</p> <p>#08-30-110 \$10 + Return Shipping</p>
	<p>Brochure Holder - It is designed to hold the small Squadron Boating Course brochure, "This is USPS" and other pamphlets. "Learn to skipper a boat with confidence" is imprinted on the front with room for your squadron information. Fill with class information and leave in marinas, boat dealers, grocery stores and you get students.</p> <p>#08-30-109 \$1.00 ea.</p>
	<p>Radio PSAs - Get your script of 16 radio PSAs. Add your local class information to the scripts and air them before your classes start. Set up a month long safe boating campaign in your area. Get a "DJ" to be a safe boating spokesman for your community. Use them continuously throughout the year. Work with local radio stations and run them often to promote your classes at your squadron. (no thumbnail)</p> <p>#07-30-102 Free</p>
	<p>Media Release Stationery - Use this two color stationery when working with TV, newspapers and radio. It is great for your press releases, PSAs and other communications with the media.</p> <p>#08-30-116 .05 cents ea.</p>

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	<p>PR Certificates of Appreciation - How about Big Thank You for those folks who helped your squadron? They may not be members but you can show your squadron's appreciation. Put these in a frame and present them to those who have given of their time and facilities to help USPS.</p> <p>#08-30-115 FREE</p>
	<p>BLANK PR Certificates of Appreciation - are blank and you can put in your own words of praise to your squadron burgee.</p> <p>#08-30-114 Free</p>
	<p>USPS Plastic Bags- Ideal for Boat Show collecting brochures and other materials.</p> <p>#11-30-003 100 for \$10.00</p>
	<p>National Safe Boating Test Video - The US National Safe Boating Test can be used for an outstanding Presentation at a yacht club, marina, or school in your local area. Supply is limited. Order soon.</p> <p>#07-22-001 No Charge 5 Videos Per Squadron</p>
	<p>Vessel Safety Check Poster - This poster is very colorful for posting in all areas. Put them up during Safe Boating Week activity. Also in grocery and marine stores, Put them up in Marinas, Boat Ramps, and anywhere else you can. Full gloss 4 color</p> <p>#08-22-103 No Charge 8 1/2 X 11</p>

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	<p>Safe Boating Tips - for Anglers, Hunters & Campers This booklet has practical suggestions for outdoor enthusiasts who take to the water in boats. Great for bo shows and safe boating week activities.</p> <p>#09-09-108 No Charge</p>
	<p>Homeland Security Brochure - Help on ways make sure you are safe on the waterways. Information on what to do, what to look for.</p> <p>#09-09-113 No Charge</p>
	<p>Global Maritime Distress & Safety System Booklet - Inside this booklet is information on the international system using advanced communications technology. This booklet lets you know what <u>you</u> need to know about GMDSS before installing this equipment on your vessel.</p> <p>#09-09-106 No Charge</p>
	<p>Carbon Monoxide Poisoning Video - United States Coast Guard awareness campaign.</p> <p>#08-30-144 No Charge (5 videos per squadron)</p>

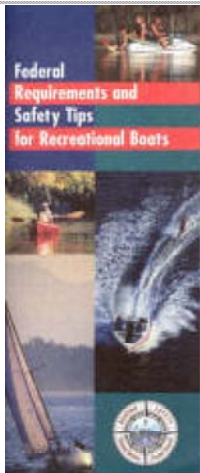
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Always Wear Your Life Jacket - The U.S. Coast Guard has donated a new pull-up display banner to the USPS for squadron and district use. The banner features USPS and USCG logos and the words "Always Wear Your Life Jacket" accompanied by photos of different types of personal flotation devices.

Squadrons and districts can reserve the banner for use at boat shows or other activities by e-mailing [Art Stevens](#) calling 888-367-8777 ext. 214. Squadrons and districts are responsible for prompt return shipping.

#11-30-012. Usage cost \$20.00.



Federal Requirements and Safety Tips for Recreational Boats.

#09-09-101 No Charge

