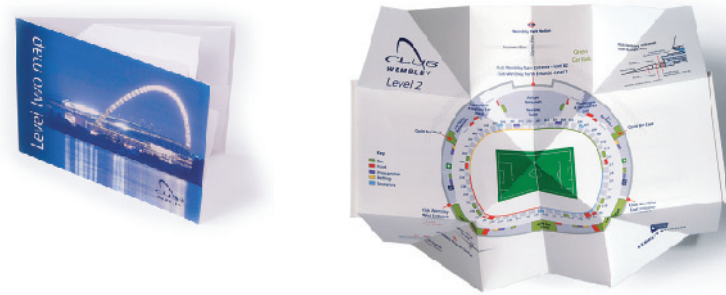


## STYLE A single PopOut

The Style A single PopOut format carries our patented self-folding PopOut, displaying one of our extensive range of international city maps or your own artwork.

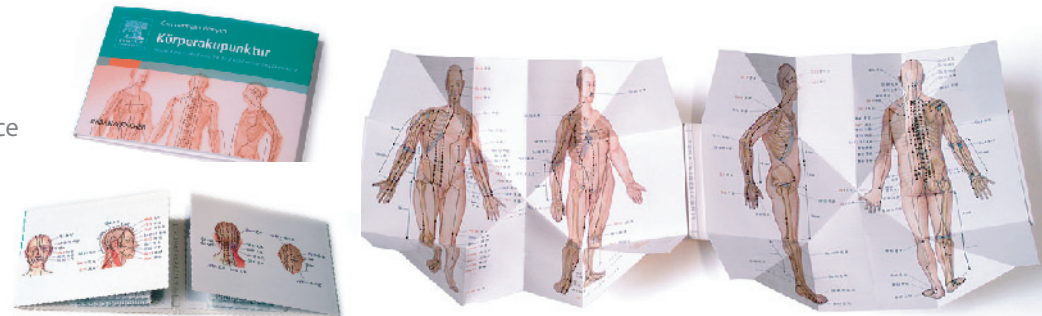
- Front & back cover
- 1 PopOut



## STYLE B double PopOut

The Style B double PopOut format offers twice the amount of available content space – outer cover, two inside gatefold panels and two PopOuts.

- Front & back covers
- 2 inside gatefolds
- 2 PopOuts



## STYLE C single PopOut with gatefold

The Style C PopOut format incorporates our patented self-folding PopOut, with two inside gatefold panels, one of which can be closed or alternatively left open, revealing two extra panels on the inside cover on which to display further content.

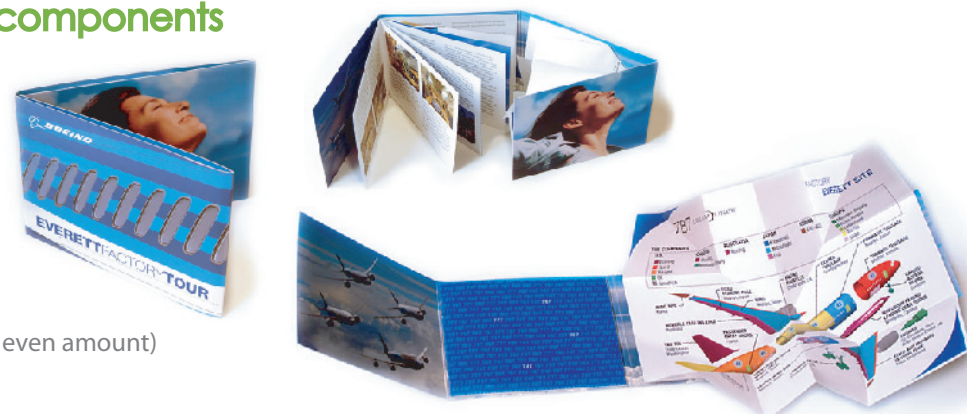
- Front & back covers
- 2 inside cover panels
- 2 inside gatefold panels
- 1 PopOut



## STYLE D PopOut with custom components

Our Style D packs even more options into a dynamic PopOut format. A full-color booklet of between eight and 32-pages adds an extra dimension, with opportunities to include more detailed information and graphics.

- Front & back covers
- 2 inside gatefold panels
- 1 inside cover panel
- 1 booklet – typically 4 - 32 pages (must be an even amount)
- 1 PopOut



## options

### Direct Mailers



Perforated tear-release tab for easy opening.

### Customized for Hotel Key Card



### Card Holders



Affixed clear vinyl pouch holds cards firmly in place.

### CD/DVD Sized PopOuts

5" x 5" flat size  
(vs. 5" x 3.75" standard)

9.875" x 9.25" PopOut  
(vs. 9.75" x 8.5" standard)



LARGER  
PRINT  
SURFACE

### Print-Finishing & Accessory options:

- Gloss or Matte Film Lamination
- Flood or Spot UV Coating
- Foil Stamping & Embossing
- Specialty Paper Stocks for Cover
- Pantone Color Matching
- Hook for lanyard attachment
- Customized Envelopes
- Fulfillment Services

## IMPRINTZ™

Putting your name on the map...Literally!



Are you organising a conference, exhibition, trade or consumer show or event? We can help you take your brand or company message direct to your target client or consumer using our patented award-winning PopOut format that will give your message the real WOW factor.

People rarely throw away a map, and a PopOut City Map with your company message/logo will be retained as a reminder of their trip or visit long after they have returned home.

### Stock Maps



Over 100 title destinations to choose from!

Featuring a central and greater crop of the city, plus smaller maps of popular tourist areas and a transportation map to navigate the city, the PopOut has everything you need to discover your chosen destination.

Please call or email for a complete list of all title destinations.



Ask about our display options

For more information - Ph 312.566.0085 or Email [cs@proguidez.com](mailto:cs@proguidez.com)