



An Alcohol Prevention Campaign for Parents

In collaboration with Drug Free Charlotte County.



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Be the Wall® is a registered trademark.



The popular Be the Wall® campaign is back!

PG Creative originally created the Be the Wall® parent initiative for Drug Free Charlotte County in collaboration with the State of Florida in 2008. The campaign was well-received in the state and grew quickly in its popularity, eventually being licensed nationwide to various community coalitions and organizations. Using a humorous approach, its core message educates parents on the teen brain, the effects of alcohol and about the importance of “being the wall” between teens and alcohol. The campaign has reached countless parents across the country for over a decade, effectively raising awareness and changing behaviors.

PG Creative Prevention Campaigns is excited to once again collaborate with Drug Free Charlotte County to reintroduce the Be the Wall® campaign to both old and new coalitions alike. The campaign is supported by an informational website, www.bethewall.org, containing educational information that can be shared with your community, in conjunction with an array of media applications and promotional items to help reinforce the message.

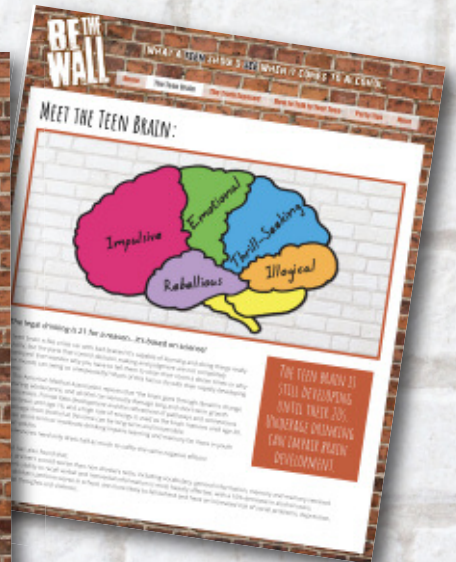
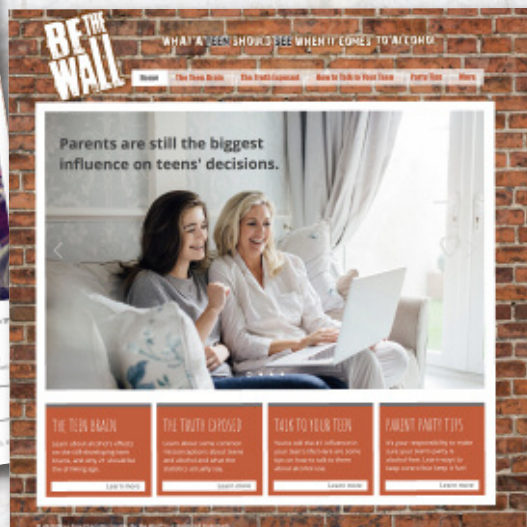
The Be the Wall® message remains as relevant and effective as ever. Start making a positive change in your community today with this proven, time-tested campaign!

Be the Wall in your community!

promos events & signage



informational website



target parents



teens



retail



posters, postcards & media applications

Series 1



"Brick Wall"



"Sky Dive"



"Washer"



"Hair Cut"



"Dressed"



"Blender"

Spanish versions available for all designs!

Series 2



"Seatbelt"



"Be Prepared"



"Clean Room"



"Get Dressed"



"Picture Day"



"Curfew"

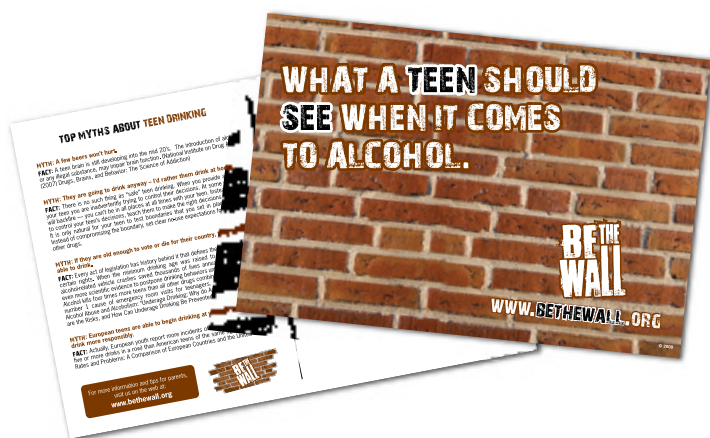
posters, postcards & media applications



Door Hangers

4.25"x11" full-color, double-sided door hangers printed on 14 pt. gloss cover stock. Choose from any poster design. Add your organization logo or funding information and custom messaging on the back **at no additional cost**.

250	500	1000	2500	5000
\$349	\$449	\$599	\$749	\$949



Postcards

6"x9" full-color, two-sided postcards printed on 14 pt. gloss cover stock. Choose from any poster design. Add your organization logo or funding information and custom messaging on the back **at no additional cost**.

	250	500	1000	2500	5000
	\$299	\$399	\$549	\$699	\$899



Radio

Choose from 8 different 30 second radio spots. 1st placement is valid for 6 months. Extensions are valid for an additional 6 months. Contact to listen to radio spots available. Spanish not available.

	1st Placement	Rerun/Extension
Radio	\$500	\$250



Posters

12"x18" full-color posters printed on 100 lb. gloss text stock. Add your organization logo or funding information **at no additional cost**.

	50	100	250	500
1 Poster Design	\$108	\$165	\$356	\$605
2 Poster Designs	\$195	\$297	\$644	\$968
3 Poster Designs	\$292	\$446	\$966	\$1452
4 Poster Designs	\$389	\$594	\$1287	\$1936
5 Poster Designs	\$486	\$742	\$1609	\$2269
6 Poster Designs	\$583	\$891	\$1931	\$2723

Media Licensing:

	1st Placement	Rerun/Extension
Billboard	\$500	\$250
Bus Shelter	\$500	\$250
Cinema	\$350	\$175
Print	\$350	\$175
Social Media	\$150	\$75

Prices shown are per design, per medium/location. First placement is valid for 6 months for billboard, bus shelter, cinema and social media. Extensions are valid for an additional 6 months. Print reruns are for same design and publication only. Choose from any poster design. Add your organization logo or funding information **at no additional cost**.

Vinyl Banners

Full-color banners printed on 13 oz. premium scrim glossy vinyl with corner grommets. Add your organization logo **at no additional cost**. Hanging rope **NOT** included.

6'x2' banner	\$65 each
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8'x3' banner	\$125 each
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WHAT A TEEN SHOULD
SEE WHEN IT COMES
TO ALCOHOL.

BE THE
WALL™

WWW.BETHEWALL.ORG

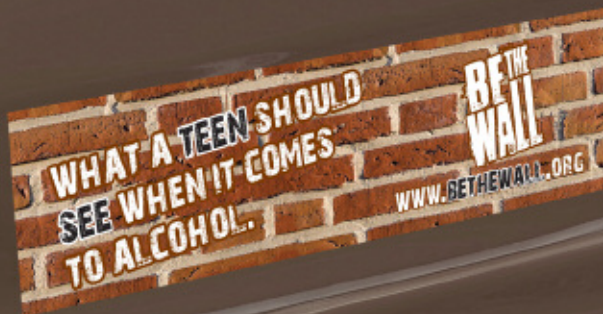
banners, signs & on-site graphics



Bumper Stickers

11.5"x3" 1-color, vinyl bumper sticker with removable adhesive.

250	500	1000	2000
\$262	\$322	\$504	\$655





Indoor Floor Decals

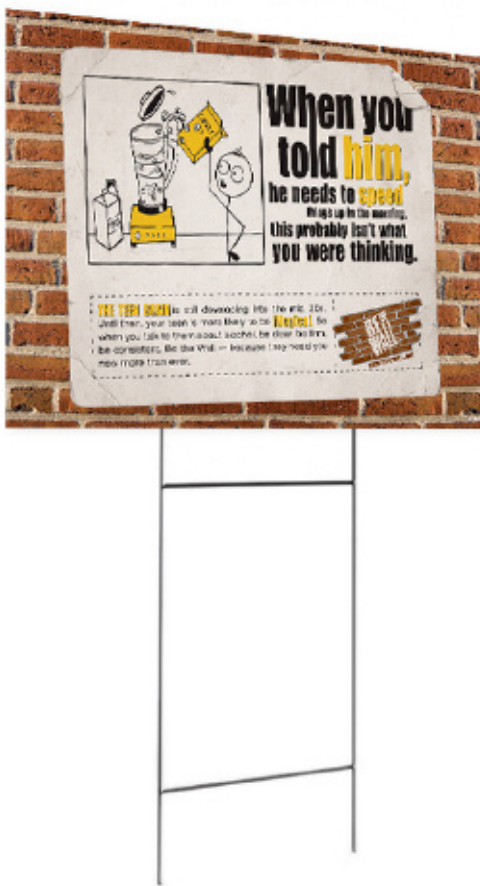
18"x24" full-color floor decals printed on a lightweight slip-resistant fabric with a textured matte vinyl coating. Sticks on almost any surface with no adhesive residue. Indoor lifespan of 1-2 months. Choose from any poster design. Add your organization logo **at no additional cost**.

5	10	25	50
\$132	\$242	\$550	\$990

Outdoor Floor Decals

18"x24" full-color floor decals printed on heavy-duty slip-resistant coated soft aluminum (polyurethane). Suitable for rough surfaces. Indoor/outdoor lifespan of 1-6 months. Choose from any poster design. Add your organization logo **at no additional cost**.

5	10	25	50
\$264	\$484	\$1100	\$1980



Yard Signs

36"x24" full-color, double-sided yard signs printed on 4mm corrugated plastic. Stakes included. Choose from any poster design. Add your organization logo **at no additional cost**.

5	10	25	50
\$165	\$275	\$550	\$825



Static Clings

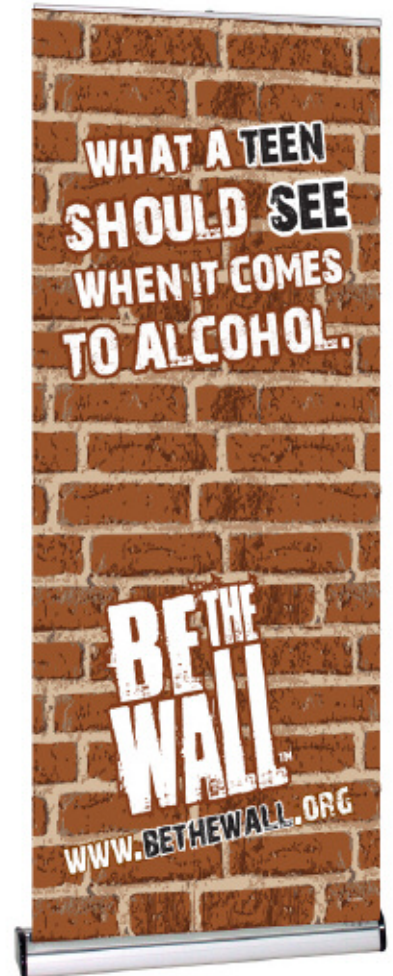
4"x4" full-color static clings with static on back. Add your organization logo **at no additional cost**.

250	500	1000
\$442	\$487	\$592

Stall Sign Inserts

8.5"x11" full-color on 100 lb. gloss cover. Choose from any poster design. Add your organization logo **at no additional cost**. Stall frame NOT included.

10	25	50	100
\$30	\$50	\$108	\$180



Retractable Banners

Full-color, one-sided retractable vinyl banner. Includes carrying bag. Choose from any poster design. Add your organization logo **at no additional cost**.

16"x32" banner	\$99 each
33"x78" banner	\$199 each
96"x96" banner	\$525 each

Note: 96"x96" banner is not retractable but comes with poles and a stand. Setup required.



Spanish
versions
available for
all promos!



Logo T-Shirts

100% cotton t-shirts with 2-color logo design.
Available in Be the Wall design (black or white) or
I'm the Wall designs. Adult sizes S, M, L and XL.
For 2XL-4XL add extra 2.50 each.

50	100	250	500	1000
\$470	\$824	\$1860	\$3395	\$6512



apparel & wearables



Awareness Bracelets

Silicone bracelets with 1-color logo imprint. Available in white or black. Add your logo (same color) on opposite side for \$50 flat fee.

500	1000	2500	5000
\$530	\$899	\$1975	\$2950



Tote Bags

12"x13"x8" non-woven, polypropylene reusable grocery bag with 20" handles. Includes a 1-color logo imprint. Available in white or black. Add your logo (same color) for \$50 flat fee.

100	250	500	1000	2500
\$315	\$718	\$1391	\$2314	\$5103



Lanyards

3/4" lanyard with split ring attachment and 1-color imprint. Available in white or black. Various attachments available upon request. Add your logo (same color) for \$50 flat fee.

500	1000	2500	5000
\$600	\$1150	\$2625	\$4950



Caps

5-panel polyester cap with velcro closure and 1-color logo imprint. Available in white or black.

100	250	500	1000
\$624	\$1452	\$2710	\$5120



Sunglasses

Classic style, sunglasses with 1-color logo imprint on right temple only. UV400 protection. Available in white or black.

500	1000	2500
\$1140	\$2107	\$4882



Buttons

3" round button with logo imprint. Add your logo for \$50 flat fee.

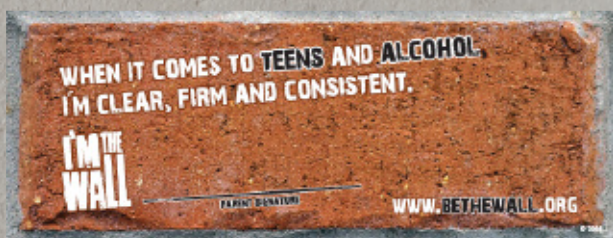
100	250	500	1000	2500	5000
\$130	\$240	\$425	\$700	\$1625	\$3000

promos

Items parents will use all year round and help reinforce your message.

TIP:

Display pledge cards together to form your own pledge brick wall.



Pledge Cards

8.5"x3.5" full-color, one-sided cards on 100 lb. gloss cover...great parent participation activity! Add your organization logo **at no additional cost.**

250	500	1000	2500	5000
\$199	\$299	\$399	\$599	\$799



Mini Spiral Notebooks

5"x7" spiral notebook with 1-color logo imprint. 70 ruled pages. Add your logo (in same color) for \$50 flat fee. Available in white or black.

250	500	1000	2500
\$668	\$1220	\$2288	\$4975



Bookmarks

2"x8" full-color, two-sided bookmarks on 14 pt. cover with high-gloss UV coating featuring tips for hosting a teen party. Add your organization logo **at no additional cost.**

100	250	500	1000	2500	5000
\$99	\$149	\$199	\$249	\$399	\$599



Pens

Click ballpoint pens with 1-color logo imprint. Black ink. Available white or black.

300	500	1000	2500	5000
\$178	\$264	\$466	\$1103	\$2045



Sticky Notes

3"x3" sticky notes, 25 sheets per pad, with a 1-color logo imprint with 25 sheets per pad.

250	500	1000	2500	5000
\$202	\$228	\$390	\$845	\$1365



Lunch Tote Bags

6.5"x9" non-woven polypropylene lunch bags with velcro closure and 1-color logo imprint. Add your logo in white for \$50 flat fee.

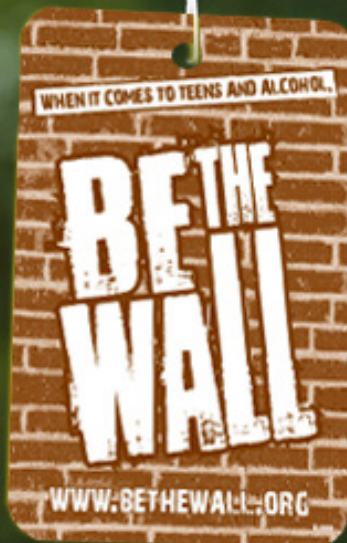
250	500	1000	2500
\$488	\$785	\$1450	\$3389



Coffee Tumblers

16 oz tumbler with silicone comfort grip and matching lid with 1-color logo imprint. BPA free.

100	250	500	1000
\$469	\$1147	\$2245	\$4390



fun stuff

Catch their attention with these fun giveaways!

Air Freshener

3.5"x2.5" air freshener with full-color imprint. Choose from Be the Wall, I'm the Wall or Post it (3"x3") design.

1000	2500	5000
\$1089	\$1489	\$1926



Mouse Pads

9.5"x8"x1/8" polyester/rubber mouse pads with full-color imprint. Choose from any poster design. Add your logo for \$50 flat fee.

100	250	500	1000	2500
\$375	\$870	\$1705	\$3220	\$6955





Cellphone Sockets

Cellphone popping socket with full-color imprint.

250	500	1000	2500
\$875	\$1625	\$2999	\$6999



Cellphone Wallet

Silicone cell phone wallet with 1-color logo imprint. Available in white or black.

100	250	500	1000	2500
\$167	\$305	\$527	\$851	\$1985



Sports Bottles

20 oz. sports bottle with black cap and 1-color logo imprint. Available white or black.

250	500	1000	2500
\$448	\$752	\$1357	\$2936



Magnets

3"x3" with square corners, 20ml magnet with full color imprint. Add your organization logo **at no additional cost.**

250	500	1000	2500
\$299	\$435	\$507	\$877



Stress Balls

3" brain or brick stress reliever with 1-color logo imprint. Please specify which on the order form.

250	500	1000	2500
\$451	\$866	\$1598	\$3399



Mints

3"x1.78" sugar-free peppermints in rectangle shape card case with 1-color logo imprint. Available in white or black.

300	500	1000	2500
\$424	\$665	\$1270	\$3015



Key Tags

Rectangular 2.5"x1.25" soft key tag with 1-color logo imprint. Available in white or black.

250	500	1000	2500	5000
\$275	\$479	\$875	\$2045	\$3869



Stickers

4.5"x4.5" stickers with full-color imprint. Add your organization logo **at no additional cost.**

100	250	500	1000	2500	5000
\$99	\$199	\$239	\$279	\$349	\$585



Lip Balms

Lip balm with SPF15 with a beeswax base with full color imprint.

250	500	1000	2500
\$315	\$600	\$1150	\$2625

retail applications



Breakroom Poster

12"x18" full-color posters printed on 100 lb. gloss text stock. Add your organization logo or funding information **at no additional cost.**

50	100	250	500	1000
\$108	\$165	\$356	\$605	\$880



Static Clings

4"x4" full-color static clings with static on back. Add your organization logo **at no additional cost.**

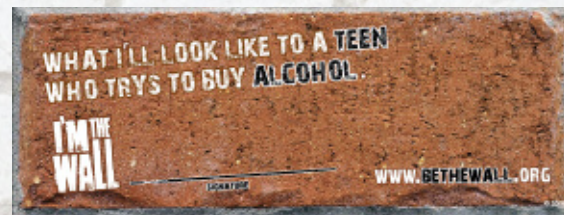
250	500	1000
\$442	\$487	\$592



Buttons

3" round button with logo imprint. Add your logo for \$50 flat fee.

100	250	500	1000
\$130	\$240	\$425	\$700



Pledge Cards

8.5"x3.5" full-color, one-sided cards on 100 lb. gloss cover...great employee participation activity! Add your organization logo **at no additional cost.**

250	500	1000	2500	5000
\$199	\$299	\$399	\$599	\$799



Logo T-Shirts

100% cotton t-shirts with 2-color logo design. Adult sizes S, M, L and XL. For 2XL-4XL add extra 2.50 each.

50	100	250	500	1000
\$470	\$824	\$1860	\$3395	\$6512



Indoor Floor Decals

24"x24" full-color floor decals printed on a lightweight slip-resistant fabric with a textured matte vinyl coating. Sticks on almost any surface with no adhesive residue. Indoor lifespan of 1-2 months. Add your organization logo **at no additional cost.**

5	10	25	50
\$132	\$242	\$550	\$990

Outdoor Floor Decals

24"x24" full-color floor decals printed on heavy-duty slip-resistant coated soft aluminum (polyurethane). Suitable for rough surfaces. Indoor/outdoor lifespan of 1-6 months. Add your organization logo **at no additional cost.**

5	10	25	50
\$264	\$484	\$1100	\$1980

teen applications



Vinyl Banners

Full-color banners printed on 13 oz. premium scrim glossy vinyl with corner grommets. Add your organization logo **at no additional cost**. Hanging rope **NOT** included.



Logo T-Shirts

100% cotton t-shirts with 2-color logo design. Adult sizes S, M, L and XL. For 2XL-4XL add extra 2.50 each.

50	100	250	500	1000
\$470	\$824	\$1860	\$3395	\$6512

6'x2' banner	\$65 each
8'x3' banner	\$125 each



Pledge Cards

8.5"x3.5" full-color, one-sided cards on 100 lb. gloss cover...great student participation activity! Add your organization logo **at no additional cost**.

250	500	1000	2500	5000
\$199	\$299	\$399	\$599	\$799



Prom - Corsage Card

4"x4" full-color, one-sided cards on 100 lb. gloss cover...fits nicely in the corsage box. Personalize with your organization name and/or logo **at no additional cost**.

100	250	500	1000	2500
\$64	\$105	\$143	\$180	\$293



Prom - Tuxedo Card

3"x5" full-color, one-sided cards on 100 lb. gloss cover...fits nicely in the pocket of the tuxedo jacket. Personalize with your organization name and/or logo **at no additional cost**.

100	250	500	1000	2500
\$64	\$105	\$143	\$180	\$293

campaign order form

Organization: _____

Contact Person: _____

Billing Address: _____

Shipping Address: _____

Phone Number: _____ Fax Number: _____

Email Address: _____

Campaign Ordered: _____

ITEM	DESIGN (if applicable)	QUANTITY	AMOUNT
EXAMPLE: PLEDGE CARDS	—	1000	\$510
SUBTOTAL			
SALES TAX (Please provide copy of tax exempt certificate with your order.)			
SHIPPING Add 8% of SUBTOTAL (excluding media); MINIMUM \$15			
TOTAL			

Email to orders@preventioncampaigns.com.
We will contact you to confirm your order.

Make checks payable to PG Creative, 8201 Peters Road, Suite 1000, Plantation, FL 33324
All major credit cards accepted (3.75% fee applies.)

Questions? Call (305) 350-7995.

Prices and item availability subject to change.