

# Ego id Media™



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upic/ego-id

[www.ego-id.com](http://www.ego-id.com)

2011

# FULL COLOR TAGS

TF



## OUR MOST POPULAR ITEM!

Durable stainless steel dog tag.

Full color custom graphics.

Set up waived at 1000 pieces.

Made in the U.S.A.

Patented.

UP TO 5 DESIGNS PER RUN  
100 PIECE MINIMUM

## FULL COLOR GROUP ITEMS



**TF30**

Item TF polybagged  
w/ 30" chain.



**TF24**

Item TF polybagged  
w/ 24" chain.



**TF4**

Item TF polybagged  
w/ 4" chain.



**TFKR**

Item TF polybagged w/  
1" diameter split ring.



**TFBP**

Item TF polybagged  
w/ backpack clip.



**TFZP**

Item TF polybagged  
w/ zipper pull.

## ASSEMBLY NOT INCLUDED ON GROUPED ITEMS

ITEM	100	250	500	1000	2500	5000	10000	CODE
TF	2.10	1.93	1.47	1.33	1.02	0.87	0.71	6RS
TF30	2.59	2.42	1.95	1.82	1.50	1.35	1.14	6RS
TF24	2.57	2.40	1.94	1.81	1.49	1.34	1.15	6RS
TF4	2.37	2.20	1.73	1.60	1.28	1.13	0.96	6RS
TFKR	2.37	2.20	1.73	1.60	1.28	1.13	0.96	6RS
TFBP	2.46	2.30	1.83	1.70	1.38	1.23	1.05	6RS
TFZP	2.37	2.20	1.73	1.60	1.28	1.13	0.96	6RS

SET UP - \$85 (V) WAIVED AT 1000 PIECES

PRODUCTION: 10 BUSINESS DAYS

# PAD PRINTED TAGS

TFPP

ULTRA DURABLE!



Colorful and fun aluminum dog tags with durable 1 to 4 color epoxy pad printing. Just choose your anodized tag color, logo color & attachment.

TAG AVAILABLE IN THESE COLORS



## PAD PRINTED GROUP ITEMS



TFPP 30

Item TFPP polybagged w/ 30" chain.



TFPP24

Item TFPP polybagged w/ 24" chain.



TFPP4

Item TFPP polybagged w/ 4" chain.



TFPPKR

Item TFPP polybagged w/ 1" diameter split ring.



TFPPBP

Item TFPP polybagged w/ backpack clip.



TFPPZP

Item TFPP polybagged w/ zipper pull.

ASSEMBLY NOT INCLUDED ON GROUPED ITEMS

Prices shown are for one color only

ITEM	100	250	500	1000	2500	5000	10000	CODE
TFPP	1.37	1.08	1.01	0.96	0.91	0.85	0.74	6RS
TFPP30	1.85	1.56	1.49	1.45	1.40	1.33	1.17	6RS
TFPP24	1.83	1.55	1.48	1.43	1.38	1.32	1.17	6RS
TFPP4	1.63	1.35	1.28	1.23	1.18	1.12	0.99	6RS
TFPPKR	1.63	1.35	1.28	1.23	1.18	1.12	0.99	6RS
TFPPBP	1.73	1.45	1.38	1.33	1.28	1.22	1.08	6RS
TFPPZP	1.63	1.35	1.28	1.23	1.18	1.12	0.99	6RS

SET UP - \$100 (V) add \$25 per additional color (V)

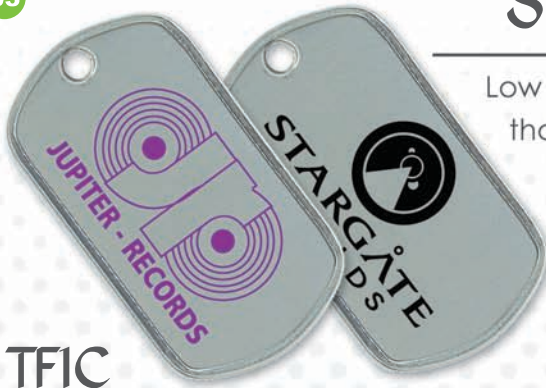
PRODUCTION: 10 BUSINESS DAYS

# SWAG TAGS™

Low cost alternative designed for those times when a simple spot color imprint is all you need. 1 to 4 color pad printed with durable epoxy inks.

## TFIC

One color Swag Tag™



## ON A BUDGET?

## SWAG TAG™ GROUP ITEMS



### TFIC30

Item TFIC polybagged w/ 30" chain.



### TFIC24

Item TFIC polybagged w/ 24" chain.



### TFIC4

Item TFIC polybagged w/ 4" chain.



### TFICKR

Item TFIC polybagged w/ 1" diameter split ring.



### TFICBP

Item TFIC polybagged w/ backpack clip.



### TFICZP

Item TFIC polybagged w/ zipper pull.

### ASSEMBLY NOT INCLUDED ON GROUPED ITEMS

ITEM	100	250	500	1000	2500	5000	10000	CODE
TFIC	1.17	0.88	0.82	0.77	0.72	0.67	0.58	6RS
TFIC30	1.65	1.37	1.30	1.25	1.20	1.15	1.03	6RS
TFIC24	1.63	1.35	1.28	1.23	1.18	1.13	1.02	6RS
TFIC4	1.43	1.15	1.08	1.03	0.98	0.93	0.83	6RS
TFICKR	1.43	1.15	1.08	1.03	0.98	0.93	0.83	6RS
TFICBP	1.53	1.25	1.18	1.13	1.08	1.03	0.92	6RS
TFICZP	1.43	1.15	1.08	1.03	0.98	0.93	0.83	6RS

SET UP - \$100, add \$25 per additional color (V)

PRODUCTION: 10 BUSINESS DAYS

# LASER ETCHED ALUMINUM

TFAL

ULTRA DURABLE!

Very Durable! Colorful and fun aluminum dog tags with laser etched logos, text, or variable data.

TAG AVAILABLE IN THESE COLORS



## TFAL GROUP ITEMS



**TFAL 30**

Item TFAL polybagged w/ 30" chain.



**TFAL24**

Item TFAL polybagged w/ 24" chain.



**TFAL4**

Item TFAL polybagged w/ 4" chain.



**TFALKR**

Item TFAL polybagged w/ 1" diameter split ring.



**TFALBP**

Item TFAL polybagged w/ backpack clip.



**TFALZP**

Item TFAL polybagged w/ zipper pull.

ASSEMBLY NOT INCLUDED ON GROUPED ITEMS

ITEM	100	250	500	1000	2500	5000	10000	CODE
TFAL	1.51	1.39	1.25	1.17	1.10	1.03	0.90	6TU
TFAL30	2.00	1.87	1.73	1.65	1.59	1.51	1.34	6TU
TFAL24	1.98	1.86	1.71	1.63	1.57	1.49	1.34	6TU
TFAL4	1.78	1.66	1.51	1.43	1.37	1.29	1.16	6TU
TFALKR	1.78	1.66	1.51	1.43	1.37	1.29	1.16	6TU
TFALBP	1.88	1.76	1.61	1.53	1.47	1.39	1.25	6TU
TFALZP	1.78	1.66	1.51	1.43	1.37	1.29	1.16	6TU

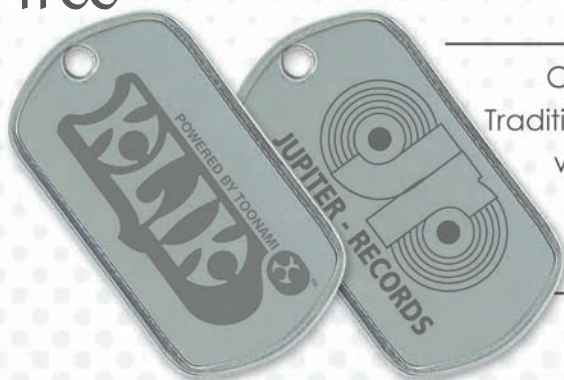
SET UP - \$31.25 (V) WAIVED AT 1000 PIECES

PRODUCTION: 12 BUSINESS DAYS

# LASER ETCHED STEEL

## TFSS

## ULTRA DURABLE!



Classic look and smooth feel!  
Traditional stainless steel dog tags  
with laser etched logos, text,  
or variable data. Choose  
your attachment.

## TFSS GROUP ITEMS



**TFSS30**

Item TFSS polybagged  
w/ 30" chain.



**TFSS24**

Item TFSS polybagged  
w/ 24" chain.



**TFSS4**

Item TFSS polybagged  
w/ 4" chain.



**TFSSKR**

Item TFSS polybagged  
w/ 1" diameter split ring.



**TFSSBP**

Item TFSS polybagged  
w/ backpack clip.



**TFSSZP**

Item TFSS polybagged  
w/ zipper pull.

## ASSEMBLY NOT INCLUDED ON GROUPED ITEMS

ITEM	100	250	500	1000	2500	5000	10000	CODE
TFSS	1.48	1.36	1.18	1.10	1.02	0.94	0.82	6TU
TFSS30	1.96	1.84	1.66	1.58	1.50	1.43	1.27	6TU
TFSS24	1.95	1.82	1.65	1.57	1.49	1.41	1.27	6TU
TFSS4	1.75	1.62	1.45	1.37	1.29	1.21	1.08	6TU
TFSSKR	1.75	1.62	1.45	1.37	1.29	1.21	1.08	6TU
TFSSBP	1.85	1.72	1.55	1.47	1.39	1.31	1.17	6TU
TFSSZP	1.75	1.62	1.45	1.37	1.29	1.21	1.08	6TU

SET UP - \$31.25 (V) WAIVED AT 1000 PIECES

PRODUCTION: 12 BUSINESS DAYS

# EMBOSSED LOGOS 06

## U.S. MILITARY ISSUE TAG!

Make a bold statement with your embossed logo directly into this steel tag. A very cost effective option at high quantities.



## TFEMB

### EMBOSSED GROUP ITEMS



#### TFEMB30

Item TFEMB polybagged w/ 30" chain.



#### TFEMB24

Item TFEMB polybagged w/ 24" chain.



#### TFEMB4

Item TFEMB polybagged w/ 4" chain.



#### TFEMBKR

Item TFEMB polybagged w/ 1" diameter split ring.



#### TFEMBBP

Item TFEMB polybagged w/ backpack clip.



#### TFEMBZP

Item TFEMB polybagged w/ zipper pull.

### ASSEMBLY NOT INCLUDED ON GROUPED ITEMS

ITEM	100	250	500	1000	2500	5000	10000	CODE
TFEMB	/	/	/	2.73	1.39	0.89	0.63	3TU
TFEMB30	/	/	/	3.21	1.87	1.37	1.07	3TU
TFEMB24	/	/	/	3.20	1.85	1.35	1.07	3TU
TFEMB4	/	/	/	3.00	1.65	1.15	0.89	3TU
TFEMBKR	/	/	/	3.00	1.65	1.15	0.89	3TU
TFEMBBP	/	/	/	3.10	1.75	1.25	0.98	3TU
TFEMBZP	/	/	/	3.00	1.65	1.15	0.89	3TU

SET UP - \$312.50 (V)

PRODUCTION: 15 BUSINESS DAYS

# EMBOSSSED TEXT

## U.S. MILITARY ISSUE TAG!



Traditional military style tag with embossed text. Send us your list of names or other variable text data and we'll personalize each tag.

EACH LINE CAN HOLD UP TO 15 CHARACTERS  
UP TO 5 LINES PER TAG

**TFEB1**

**TFEB5**

## EMBOSSSED TAG™ GROUP ITEMS



**TFEB130**

Item TFEB1 polybagged w/ 30" chain.



**TFEB124**

Item TFEB1 polybagged w/ 24" chain.



**TFEB14**

Item TFEB1 polybagged w/ 4" chain.



**TFEB1KR**

Item TFEB1 polybagged w/ 1" diameter split ring.



**TFEB1BP**

Item TFEB1 polybagged w/ backpack clip.



**TFEB1ZP**

Item TFEB1 polybagged w/ zipper pull.

### ASSEMBLY NOT INCLUDED ON GROUPED ITEMS

Prices shown are for one line only

ITEM	100	250	500	1000	2500	5000	10000	CODE
TFEB1	1.13	0.81	0.72	0.63	0.60	0.58	0.55	6TU
TFEB130	1.61	1.30	1.20	1.12	1.09	1.07	0.99	6TU
TFEB124	1.60	1.28	1.19	1.10	1.07	1.05	0.99	6TU
TFEB14	1.40	1.08	0.99	0.90	0.87	0.85	0.81	6TU
TFEB1KR	1.40	1.08	0.99	0.90	0.87	0.85	0.81	6TU
TFEB1BP	1.50	1.18	1.09	1.00	0.97	0.95	0.90	6TU
TFEB1ZP	1.40	1.08	0.99	0.90	0.87	0.85	0.81	6TU

SET UP - \$31.25 (V) WAIVED AT 1000 PIECES

PRODUCTION: 12 BUSINESS DAYS

# ADD-ON DECORATIONS (BACK OF TAG)



**LL**

Add laser etched logo



**1C**

Add 1 color print  
(2, 3 & 4 color available)



**LB**

Add laser etched barcode  
(variable data available)



**LS**

Add laser etched  
serial number  
(variable data available)



**L1**

Add 1 line of laser etched  
text (up to 5 lines of  
variable data available)



**DS**

Add full color digital sticker  
(variable data available)

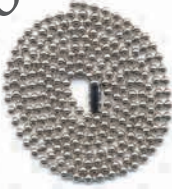
**TAG NOT INCLUDED IN PRICE**

ITEM	100	250	500	1000	2500	5000	10000	CODE
LL	0.98	0.86	0.71	0.63	0.57	0.51	0.44	6TU
1C-1 color	0.71	0.47	0.41	0.37	0.33	0.29	0.24	6TU
2C-2 color	0.96	0.71	0.61	0.56	0.49	0.43	0.37	6TU
3C-3 color	1.20	0.96	0.81	0.73	0.61	0.57	0.49	6TU
4C-4 color	1.44	1.20	1.01	0.91	0.77	0.71	0.63	6TU
LB	0.83	0.69	0.57	0.50	0.45	0.40	0.33	6RS
LS	0.48	0.33	0.26	0.21	0.19	0.17	0.13	6RS
L1-1 line	0.48	0.33	0.26	0.21	0.18	0.16	0.13	6RS
L2-2 line	0.50	0.37	0.28	0.23	0.20	0.18	0.15	6RS
L3-3 line	0.53	0.40	0.32	0.27	0.23	0.20	0.18	6RS
L4-4 line	0.57	0.42	0.33	0.28	0.25	0.22	0.18	6RS
L5-5 line	0.60	0.45	0.37	0.32	0.27	0.25	0.20	6RS
DS	0.60	0.42	0.42	0.42	0.42	0.42	0.38	6RS

SET UP - LL, LB, LS, L1 thru L5 = \$31.25 (V) DS = \$85 (V) BI = \$100, add \$25 per additional color (V)

# ATTACHMENTS

C30



30" steel neck chain

C24



24" steel neck chain

C4



4" steel chain

KR



1" diameter steel key ring

ZP



Zipper pull attachment

BP



Back pack attachment



RSBK

Black rubber silencer



RSXX

Colored rubber silencer



Silencers available in these colors

SILENCERS DO NOT COME ASSEMBLED



TF4 shown with RSXX in camo



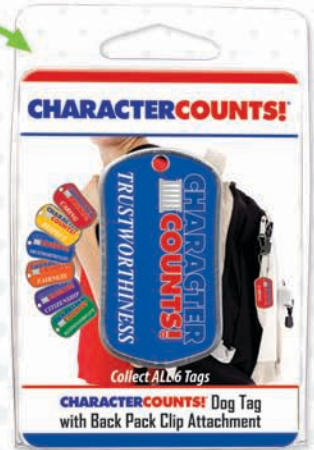
TF4 shown with RSBK

ITEM	100	250	500	1000	2500	5000	10000	CODE
C30	0.32	0.32	0.32	0.32	0.32	0.32	0.28	6RS
C24	0.30	0.30	0.30	0.30	0.30	0.30	0.28	6RS
C4	0.10	0.10	0.10	0.10	0.10	0.10	0.09	6RS
BP	0.20	0.20	0.20	0.20	0.20	0.20	0.18	6RS
KR / ZP	0.10	0.10	0.10	0.10	0.10	0.10	0.09	6RS
RSBK	0.33	0.33	0.33	0.33	0.33	0.33	0.27	6TU
RSXX	0.41	0.41	0.41	0.41	0.41	0.41	0.34	6TU

# PACKAGING OPTIONS

**CLM1P** - Plastic clamshell package with 1 panel insert. Full color graphics on front & back.

**CLM4P** - Plastic clamshell package with folding four panel insert. Full color graphics on front & back.



**PBG**



Dog tag and attachment are individually packaged in a 3" x 3" polybag. Add \$.07 for each additional item in bag.

ITEM	100	250	500	1000	2500	5000	10000	CODE
CLM1P	/	0.79	0.63	0.57	0.51	0.48	0.43	5TU
CLM4P	/	1.39	1.13	0.94	0.78	0.70	0.63	5TU
PBG	0.17	0.17	0.17	0.17	0.17	0.17	0.17	6R

TAGS AND CHAINS SOLD SEPARATELY

## RUSH SERVICES

NOT AVAILABLE FOR ALL ITEMS, CALL FOR MORE INFORMATION

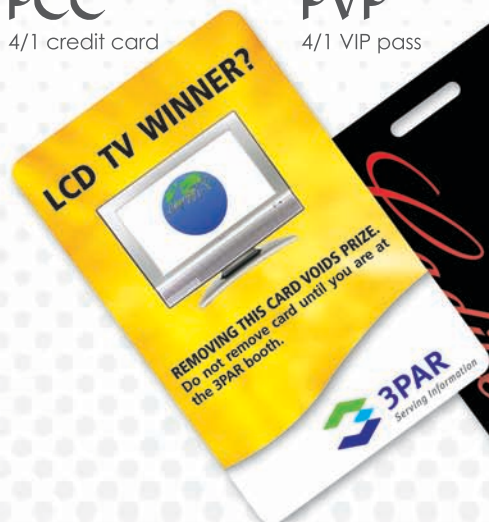
UP CHARGE %	100	250	500	1000	2500	5000	10000
EXPEDITE +10%	8 days	8 days	8 days	8 days	8 days	8 days	10 days
RUSH +20%	5 days	5 days	5 days	5 days	5 days	5 days	7 days
PRIORITY +50%	3 days	3 days	3 days	3 days	3 days	3 days	5 days
NEXT DAY +100%	1 day	1 day	1 day	1 day	n/a	n/a	n/a

TO QUALIFY FOR RUSH SERVICES, PROOF APPROVAL AND PAYMENT INFO MUST BE RECEIVED BY 12 NOON ON THE FIRST BUSINESS DAY OF PRODUCTION  
RUSH CHARGES FOR ALL OTHER ITEMS ARE QUOTED UPON REQUEST

# PLASTIC PRODUCTS

**PCC**

4/1 credit card



**PVP**

4/1 VIP pass



Membership/ID Cards  
Gift Cards  
Loyalty/Rewards Cards  
Hospitality Cards  
Phone Cards  
Combo Cards  
Music Download Cards  
Wallet/Info Cards  
Key Tags  
Luggage/Golf Tags  
V.I.P. Passes  
Name Badges  
3-D Lenticular

**PKT**

4/1 key tag



**PLT**

4/1 luggage tag



**PDT**

4/1 dog tag



Ego Id plastic products combine full color custom plastic printing with variable data, PIN #s, music download and ringtone delivery capabilities.

Many shapes/sizes available. Please call for more information.

ITEM	100	250	500	1000	2500	5000	10000	CODE
PCC/PVP/PKT	2.00	1.30	0.80	0.50	0.40	0.35	0.30	4PQRS
PLT	3.00	1.95	1.20	0.75	0.60	0.52	0.44	4PQRS
PDT	1.83	1.20	0.63	0.40	0.37	0.32	0.26	6RS
4 COLOR BACK	0.50	0.30	0.24	0.18	0.09	0.07	0.05	4PQRS
BARCODE/PIN#	2.00	1.25	0.70	0.36	0.14	0.07	0.05	4PQRS
WRITE ON SURFACE	0.80	0.50	0.30	0.18	0.12	0.09	0.07	4PQRS
SCRATCH-OFF	0.24	0.24	0.22	0.20	0.18	0.16	0.14	4PQRS
MAGNETIC STRIPE	0.80	0.40	0.28	0.16	0.13	0.10	0.08	4PQRS

SET UP - \$125 (V)

PRODUCTION: 15 BUSINESS DAYS

# MUSIC DOWNLOADS

Give customers the gift of music while associating your brand with today's hottest artists. Prepaid Music Download Products allow customers to choose from Millions of songs.

## TFTT30-1S



## TUNE TAGS™

Stainless steel TuneTag™ with full color graphics & 30" chain, 1 song download, polybagged.

RINGTONES ALSO AVAILABLE!

## PCC-1S



## TUNE CARDS™

Plastic credit card with 4/1 full color graphics & 1 song download.

SET UP - \$125 (V)

### MUSIC DOWNLOAD FEATURES:

Millions of Songs, All MP3 Library, One-Click Downloads, No Software to Install, No Credit Card to Enter  
Mac and Vista Compatible, All Major Label Artists



ITEM	250	500	1000	2500	5000	10000	CODE
TFTT30-1S	4.27	3.66	3.35	2.90	2.58	2.16	5RS
TFTT30-2S	5.68	5.06	4.70	4.05	3.55	3.03	5RS
TFTT30-3S	7.18	6.54	5.92	5.20	4.66	4.08	5RS
PCC-1S	1.78	1.62	1.46	1.30	1.15	1.00	6R
PCC-2S	3.27	2.97	2.67	2.37	2.06	1.70	6R
PCC-3S	4.38	3.99	3.67	3.29	3.01	2.42	6R

UP TO 5 SONG DOWNLOADS AVAILABLE!

# TRACKABLE / INTERACTIVE PRODUCTS

*These cutting edge marketing tools provide quantifiable campaign results for your promotions. Drive traffic into Web, collect consumer data, track attendance, start a membership program, create a sweepstakes or provide secure, online digital content. Take the guess work out of your promotions and deliver measurable results to your clients.*



**DATA CAPTURE**

more info at  
[www.ego-id.com/demos](http://www.ego-id.com/demos)

## TFTK30



The Ego Id Ticket™ features full color graphics and a laser etched barcode on a stainless steel dog tag. 30" chain & polybagging included.

COMBINE WITH EGOAPPS™

## TFLS30



The TFLS30 features a stainless steel dog tag with full color front and laser etched serial number on reverse. 30" chain and polybagging included.

**RAFFLES  
MEMBERSHIPS  
SWEEPSTAKES**

ITEM	100	250	500	1000	2500	5000	10000	CODE
TFTK30	3.42	3.11	2.49	2.32	1.95	1.76	1.47	6RS
TFLS30	3.06	2.75	2.21	2.03	1.69	1.52	1.28	6RS

GIVING YOU THE POWER TO MAKE ALL YOUR PROMOTIONS INTERACTIVE!



Ego Id's line of encoded dog tags & plastic cards are cutting-edge advertising tools used to capture customer marketing data. Perfect for admissions, on-pack, rewards & membership programs, music downloads & raffles/sweepstakes. These trackable stored value products are supported by our Web based EgoApps™ software. EgoApps™ is an easy to implement online campaign management platform that provides the consumer with a seamless branded link between our tags or cards and the Web. We offer a variety of scanning equipment, graphic design and in-house printing services. Our staff is ready to assist you in creating and implementing your own EgoApps™ Data Capture campaign today.

## DOWNLOAD TAGS

TFDT30

**30" Chain & Polybag Included!**



Download Tags™ offer the ability to deliver your own digital content (Video, mp3s, jpegs, etc.) from our custom media platform, utilizing a PIN based system.

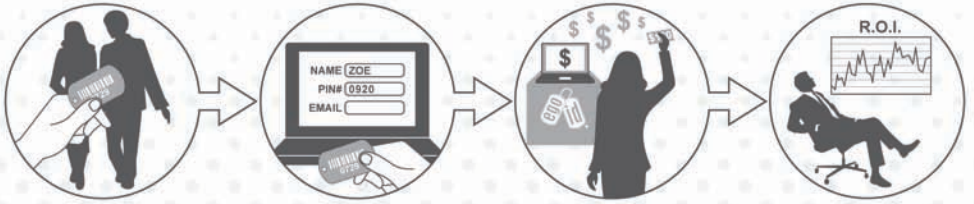
**See demo at [downloadtags.com](http://downloadtags.com)**

ITEM	100	250	500	1000	2500	5000	10000	CODE
TFDT30	/	2.61	2.07	1.85	1.61	1.47	1.36	6RS

SET UP - \$116.25 (V) WAIVED AT 1000 PIECES

PRODUCTION: 15 BUSINESS DAYS

# Solutions for Today's World



RECEIVE

REGISTER

REWARD

REPORT

Interactive Campaign Manager  
Digital Promotions & Downloads

EgoApps™

