

From...

The Public Relations Practitioner's Playbook

A Synergized Approach to Effective Two-Way Communication*

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*** (The whole works better than any one of its parts)**

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1	Address books	52	Business cards
2	Adopt-a-highway	53	Buttons
3	Ads in fortune cookies	54	Cabs (interior on backs of seats)
4	Airline seatbacks	55	Cafeteria trays
5	Airplane pulling ad	56	Calculators
6	Airplane Writer	57	Calendars
7	Airport Baggage Belts	58	Candles
8	Airports	59	Candy
9	Aprons	60	Caps & jackets
10	Arena advertising (scoreboards, etc.)	61	Car dealer stickers (on backs of cars)
11	Ash Trays	62	Car mats
12	Backs of cereal boxes	63	Car tires (brand name in white letters)
13	Bags (sports; designer; make-up)	64	Car wraps
14	Balloons	65	Casino chips
15	Bank deposit bags	66	Catalogues
16	Banks (toys)	67	CD giveaways
17	Banners/pennants	68	Ceilings
18	Barns (signs painted on)	69	Chair backs
19	Barrettes	70	Chair cushions
20	Basketball backboards	71	Channel One (at schools)
21	Basketball court	72	Checks
22	Bathroom stalls (inside door)	73	Chip bag clips
23	Bathroom urinals	74	Christmas stockings
24	Batting gloves	75	Church bulletins
25	Beach balls	76	Church-type fans
26	Beach chairs	77	Clipboards
27	Beach towels	78	Clock or watch faces
28	Beach umbrellas	79	Closed Circuit TV
29	Bibs	80	Clothing
30	Big erasers	81	Coasters
31	Bike helmets	82	Coffee mugs
32	Bill inserts	83	College course guides
33	Billboards	84	Coloring books
34	Billfolds	85	Combs
35	Binders/Notebooks	86	Comic books
36	Blankets	87	Company cars
37	Blimps	88	Computer disks

38	Boats	89	Condoms
39	Body painting	90	Consumer guides (ad on back)
40	Book covers/school	91	Contact lens solution bottles
41	Book marks	92	Contact lenses (Wesley Jessen inscribed)
42	Book matches	93	Convention badges
43	Bottle caps	94	Coupons
44	Bottle openers	95	Cross promotions
45	Boxing ring (center of it)	96	Cue sticks
46	Boxing ring (posts)	97	Dartboards
47	Brand names on products	98	Decals
48	Bridges	99	Delivery vehicles
49	Brochures and publications	100	Dental floss
50	Bumper stickers	101	Desk sets
51	Bus shelters	102	Diaries
103	Direct Mail	154	Lamp shades
104	Doggie blankets	155	Lamp shades (beer in bars)
105	Door-to-door	156	Lawn signs
106	Dumpsters	157	Letter openers
107	Earrings	158	Libraries
108	Electronic Billboards (on cab roofs)	159	License plate frames
109	Electronic mail	160	Lifting gloves
110	Elevators (inside) [Computer video]	161	Lighters
111	Emery boards	162	Litter bags
112	Event sponsorships	163	Luggage tags
113	Exercise bikes	164	Magazines
114	Eyeglass cases	165	Magnets (refrigerators)
115	Eyeglass cleaners	166	Mall directories
116	Eyeglass frames	167	Manicure kits
117	Fashion shows	168	Maps and map cases
118	Fast food kids' toys	169	Margazine wraps
119	Fax machines (actual faxes)	170	Mascots (team)
120	Finger nail art	171	Matches
121	Finish line ribbons	172	Memo pads
122	First aid kits	173	Milk cartons
123	Fishing vests	174	Mints/Candies with logos
124	Flashlights	175	Mirrors
125	Fliers	176	Mobile billboards
126	Fly Swatters	177	Money clips
127	Folders	178	Motorcycles
128	Frisbees	179	Mouse pads
129	Gasoline Stations (video pumps)	180	Movie theatre (on screen prior to movie)
130	Gift boxes	181	Movie trailers
131	Give-aways (free samples)	182	Mud flaps on trucks
132	Glassware	183	Music CDs
133	Go karts	184	Musical instruments
134	Golf balls and tees	185	Napkins

135	Grocery bags	186	Neon signs
136	Hair scrunchies	187	Newspaper plastic bag
137	Haircuts (sculptured)	188	Newspapers
138	Hangers	189	Notebooks
139	Hockey ice	190	On computer games
140	Hot air balloons	191	On rented or purchased videotapes
141	Ice scrapers	192	Outdoor trashcans
142	Ice sculptures	193	Overpasses (on highways)
143	In-store or office closed circuit	194	Paint mixer sticks
144	Internet	195	Park benches
145	Internet Cookies	196	Patches for backpacks
146	Jar openers	197	Paycheck inserts
147	Jewelry (watches)	198	Pens & Pencils
148	Jingles	199	People in costume
149	Jitneys	200	Pet collars
150	Kazoos	201	Phone cards
151	Key tags	202	Photo paper
152	Knives	203	Picture frames (with logo around them)
153	Labels	204	Pillows
205	Pins	256	Stickers
206	Placemats	257	Straws
207	Plastic newspaper bags	258	Street maps with ads
208	Playbills	259	Stress balls
209	Playing cards	260	Stress indicators
210	Pocket calendars	261	Stuffed animals (Hush Puppy dog)
211	Point-Of-Purchase	262	Stuffed animal's clothing
212	Postcards	263	Suit bags
213	Posters (movies and sports)	264	Sun shades for cars
214	Post-its	265	Sunglasses
215	Post-its attached to front page of newspapers	266	Supermarket checkout dividers
216	Posts that hold basketball backboards	267	Supermarket/Pharmacy tile floors (slotting)
217	Pot holders	268	Suspenders
218	Pre-paid Phone Cards	269	Sweat bands
219	Prescription pads	270	Swimming pool floats
220	Promotional Announcements on TV Shows	271	Swizzle sticks (drink stirrers)
221	Public Transit	272	Table billboards (table tents)
222	Race car driver (uniforms)	273	Tables clothes
223	Race cars	274	Tape measures
224	Radio (various demographics)	275	Tattoos
225	Rain bonnets	276	Team sponsorship
226	Rain coats	277	Teeth braces
227	Restaurant placemats	278	Telemarketing
228	Rulers	279	Telephone on hold
229	Sales receipts	280	Theatre marquis
230	Sand imprinting (for beachgoers)	281	Thermometers
231	Sandwichboards	282	Ticket backs

232	Seashells	283	Ticket stubs
233	Sewing kits	284	Tic-tac containers
234	Shelf talkers (printed and literal)	285	Tie-tac
235	Shoelaces	286	Toiletpaper
236	Shoes/sneakers	287	Toilets (inside toilet bowl)
237	Shopping carts	288	Token cups at casinos
238	Shower curtains	289	Toll booth (video screen)
239	Shrubs (topiary)	290	Tools
240	Ski lifts	291	Toothbrushes
241	Sky writing	292	Towels
242	Snow globes	293	Trade shows
243	Socks	294	Trams
244	Soda can covers	295	Transit (taxis)
245	Soles of Shoes [British boxer against Tyson]	296	Trash Bags
246	Special Events	297	T-shirts and other specialty items
247	Sponges	298	TV (Cable)
248	Sponsors of major sports events, concerts, blimps	299	TV (Commercial)
249	Sports equipment	300	TV (Educational)
250	Sports schedules	301	TV (Public)
251	Sports uniforms	302	TV (Sports)
252	Stadium cushions	303	TV (UHF)
253	Stadium seats (seat backs)	304	TV (VHF)
254	Stamps/Stickers	305	Umbrellas
255	Statues (dolls--Pillsbury Dough Boy)	306	Urinal screens
307	Vending machines	308	Vanity credit cards
309	Videos as P-O-P		
310	Virtual ads in sports and now news magazine programs.		
311	Wall Ad Reflections		
312	Watchband calendars		
313	Water bottles		
314	Water coolers on sidelines		
315	Water towers		
316	Web pages		
317	Welcome mats		
318	Whistles		
319	Window signs		
320	Word-of-mouth (bird-dogging)		
321	Yardsticks		
322	Yearbooks		
323	Yellow pages		