

WHAT THE MARKETING DEPARTMENT CAN DO FOR YOU

The following is a collection of our most popular requests for both on-premise and off-premise.
Custom requests are also available.

SHELF TALKERS/CASE CARDS

9-up
Approx 3.75" x 2.75" ea.

Case Card
11" x 17" - Mounted or Unmounted

6-up
Approx 3.75" x 4.5" ea.

Case Talker
11" x 8.5" - Mounted or Unmounted

- Printed on Recycled Paper
- Please include all review information (score, vintage, publication, date, etc) when placing a shelf talker/casecard order, if applicable

ON-PREMISE MATERIALS

Beverage Menus
(TYPICAL SIZES)
8.5" x 11" • 8.5" x 14"
4.25" x 11" • 4.25" x 14"
5.5" x 8.5" • 8.5" x 5.5"

Table Tents
4" x 6"
4.25 x 6.5"
5" x 7"

Bar Signs
11" x 17"

- Several paper choices available (see marketing for details)
- POS is made custom for each account.
- Please include any logos or color schemes when ordering.
- Laminating Options available

ADDITIONAL ITEMS AVAILABLE

- Wine Dinner Invitations & Tasting Guides/Menus
- Tasting Mats/Flight Cards
- Server Cards
- And More...

POSTERS

- Please allow at least 1 week for production
- Optional mounting available up to 3' on 1 side or 2 sides.
- For indoor use only (ask about our options for outdoor signage).
- Also available in custom sizes, up to 3' wide. Please specify when ordering.

3x2
on or off-premise

2x3
on or off-premise

2x2
on or off-premise

MENU BOOK ORDERS

- Leather (4.25x6.5) and plastic table tents (4x6, 5x7) are available in stock.
- Custom menu book orders available with manager's approval.
(Please discuss with Marketing Department for details, or visit www.menudesigns.com for several options.)
Custom pricing is available through Marketing Department.

GUIDELINES FOR SUBMITTING A REQUEST

To submit a request you can do one of the following:

- Fill out a work order form in the Marketing Office and submit to **Ken Anderson**
- Submit a web request via the M.S. Walker website:
www.mswalker.com/marketing/requestforms

• Typical turnaround is 1 week (more or less depending on size of job)

• Any of our materials can be printed in color or black and white.

DEALING WITH ACCOUNTS

It is the policy of the Marketing Department to only deal with MSW salespersons. **Please do not instruct your accounts to contact us directly.** (Exceptions can be made with approval.)

CONTACT INFORMATION

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