

SMILERS PUBLICITY MATERIAL - A CHECKLIST TO 2007

TYPE	FORMAT	STOCK NUMBER		ISSUE DATE	DETAILS
		Prefix	Suffix		
"INSTANT SMILERS" SERVICE					
The Stamp Show 2000	DL	No Code	No Code	1999	Card invite to Show with square hole for your face.
	A5	No Code	No Code	2000	Two-part sensitised B&W order form.
	A5	No Code	No Code	2000	Red TSS2000 re-order flyer / order form.
Christmas 2000	A5	No Code	No Code	2000	Green <i>Christmas</i> flyer / order form.
PO Instants Trial	DL	No Code	No Code	2001	<i>Make someone smile in an instant</i> leaflet.
Snap Digital Photo Booths	A5	SSAETI	02	2002	<i>You'll look great in the post</i> leaflet with 'mirror' (ATEI visitors got free sheet of personalised Christmas 1st class stamps when visiting stand) Code= <i>Smilers Stamps Amusement Trade Exhibition International 2002</i> show, but was wrongly printed AETI on leaflet code.
Stampex	A4	No Code	No Code	2005	Autumn: Colour A4 order form + T&Cs sheet (Inc ITV)
	A4	No Code	No Code	2006	Spring: B&W A4 order form + T&Cs sheet (6xS/A stamps)
	A4	No Code	No Code	2007	Spring: Colour A4 order form (Hello & Flag S/A stamps)
	A4	No Code	No Code	2007	Autumn: Colour A4 order form (Hello & Flag S/A stamp)

"SMILERS BY POST/INTERNET" POST OFFICE COUNTER LEAFLETS

English Language ONLY	DL	02	QVA	2001	<i>Go crackers with Smilers</i> leaflet
	DL	03	JDA	May-2002	<i>So what special story...</i> leaflet
	DL	03	JCA	May-2002	<i>So what special story...</i> leaflet. New code
	DL	02	AAE	May-2002	
	DL	03	JAC	Sep-2002	<i>Give your stamps a personal touch</i> leaflet
	DL	03	JAB	Sep-2002	<i>Give your stamps a personal touch</i> leaflet
	DL	03	JAU	Oct-2002	<i>Give your stamps that really personal touch</i> leaflet.
	DL	03	JAV	Dec-2002	<i>Give your stamps that really personal touch</i> leaflet.
	DL	03	JAN	Dec-2002	<i>Give your stamps that really personal touch</i> leaflet.
	DL	04	JAB	Jun-2003	<i>Put a smiler on it</i> leaflet
	DL	04	JCB	Sep-2003	<i>Put a Christmas Smiler on it</i> leaflet
	DL	04	JCC	Sep-2003	<i>Put a Christmas Smiler on it</i> leaflet
	DL	04	JCG	Sep-2003	<i>Put a Christmas Smiler on it</i> leaflet
	DL	04	JTA	Jan-2004	<i>Put a smiler on it</i> leaflet
	DL	04	JWA	Jan-2004	<i>Put a smiler on it</i> leaflet
	DL	05	JAA	Jun-2004	<i>Smilers</i> leaflet
	DL	05	JDA	Jun-2004	<i>Smilers</i> leaflet
	DL	05	JEA	Sep-2004	<i>Your image, your stamp</i> leaflet
	DL	05	JGA	Sep-2004	<i>Your image, your stamp</i> leaflet
	DL	05	JPA	Sep-2004	<i>Your image, your stamp</i> leaflet
	DL	05	JRA	Mar-2005	<i>Your favourite photo with real RM stamps</i> leaflet
	DL	06	JAA	Jun-2005	<i>Your favourite photo with real RM stamps</i> leaflet
	DL	06	GMA	Nov-2005	<i>Turn a special moment into a special stamp</i> leaflet
	DL	06	GJA	Nov-2005	<i>Turn a special moment into a special stamp</i> leaflet
	DL	06	JIA	Feb-2006	

	DL	06	JJA	Feb-2006	<i>Turn a special moment into a special stamp</i> leaflet
	DL	07	JCA	May-2006	<i>Turn a special moment...</i> As 06JJA + Pillar Box stamp
	DL	07	JLA	Sep-2006	<i>Turn a special moment into a special stamp</i> leaflet
	DL	07	JNA	Sep-2006	<i>Turn a special moment...</i> New code for target regions
	DL	08	JCA	Jul-2007	<i>Turn a special moment into a special stamp</i> leaflet
	DL	08	JLN	Oct-07	<i>Share your magical Christmas moments with Smilers</i> leaflet
	DL	08	JLN	Jan-08	<i>Share a special moment</i> leaflet. Mentions circular Smilers coming 15 Jan. Same code as Christmas issue!
Welsh Language ONLY	DL	06	JBA	Jun-2005	<i>Eich hoff lun gyda....</i> leaflet as 06JAA English
	DL	06	GLA	Nov-2005	<i>Trowch foment...</i> leaflet as 06GMA English
	DL	07	JBA	May-2006	<i>Trowch foment...</i> leaflet as 07JCA English
	DL	08	JBA	Jul-2007	<i>Trowch eiliad...</i> leaflet as 08JCA English
	DL	08	JLN	Oct-07	<i>Rhannwch eich...</i> leaflet. Code is same as English leaflet!
Welsh and English Text	DL	06	JBA	Nov-2005	<i>Eich hoff lun gyda.... / Your favourite photo</i>
	DL	06	GLA	Nov-2005	<i>Trowch foment...</i> leaflet as 06GMA English
	DL	07	JBA	May-2006	<i>Trowch foment...</i> leaflet as 07JCA English
	DL	07	JLA	May-2006	<i>Turn a special moment...</i>

"STAMP COLLECTOR SPECIFIC" MATERIAL

Philatelic Bulletin	A5	Supplement	-	Dec-2000	<i>Customised Christmas Stamps</i> new issue B&W flyer
Stamp Preview	A5	Supplement	-	Dec-2000	<i>Christmas Smilers</i> new issue flyer
	A5	70	-	Jun-2001	<i>Hallmarks Smilers</i> new issue leaflet
	A5	79	-	Mar-2002	<i>New Occasions to Celebrate</i> new issue leaflet
	A5	95	-	Feb-2003	<i>Occasions 2003</i> new issue leaflet
	A5	149	-	Jul-06	<i>Life's Special Moments</i> new issue leaflet
	A5	153	-	Oct-2006	<i>Christmas</i> new issue leaflet
Presentation Pack Insert	DL	03/02	-	23-Apr-2002	<i>Ex-Occasions</i> PP
	DL	05/02	03UEA	21-May-2002	<i>Ex-World Cup</i> PP
Cards	DL	10/02	03UMA	Oct-2002	<i>Make Christmas a real cracker. (From which Pack?)</i>
	DL	No Code	No Code	2005	<i>Your favourite photo with real....</i> Ex-Castles and Magic PPs

"RETAILER SPECIFIC" MATERIAL

Non-Retailer Specific (ie for Generic use)	Non-Standard	No Code	No Code	2006	<i>Your favourite photo with real RM stamps</i> pillow pack outer
	Non-Standard	06	JQA	2006	<i>Your favourite photo with real RM stamps</i> leaflet+order form
	Non-Standard	06	JQA	2006	As above, but with white SAMPLE ONLY sticker affixed to order form
Safeways	Non-Standard	No Code	No Code	2002	<i>Put a Smile on it.</i> Safeways shelf-edge banner
Tempest Photography	DL	02	AAE	c2001	<i>Smilers - A first class idea!</i> leaflet published with Royal Mail
Truprint Photo Film	Non-Standard	S&C	242DL		<i>Sale Prints from 1p each</i>
	Non-Standard	SC	248DL		<i>...from only 75p</i>

Service Envelopes	Non-Standard	S&C	373DL		...from only 95p
	Non-Standard	S&C	211DL		...from only 95p. Folded down envelope
	Non-Standard	S&C	211DL		...from only 95p. Narrow width envelope
	Non-Standard	RMMKG	095DL		...from 99p
	Non-Standard	RMJ	012DL		...from 99p
	Non-Standard	RMJ	0093DL		... Trial offer £1.49

WHSmith's	DL	-	28214526	c2001	<i>Smilers for every occasion!</i> leaflet
	DL	02	OAJ	c2001	Reply paid envelope and order form

"DIRECT MARKETING" CAMPAIGNS

Direct Mail	DL	01CA	HGFEDCB	2000	<i>Get into stamps for Christmas</i> leaflet+ built-in pre-paid envelope
	Non-Standard	02	CAA	cMay-2001	<i>With occasions from Royal Mail...</i> leaflet
	Non-Standard	02	CAH	2001	<i>Ten great ways to get stuck on stamps</i> leaflet
	Non-Standard	02	CAF	2002	<i>Trust Dennis to get</i> 10% Courier reader discount + prepaid envelope

NATIONAL PRESS ADVERTISING

Magazines	Non-Standard	03	JBI	2002	<i>Smilers give your stamps a personal touch</i> magazine ad ex <i>Radio Times</i>
------------------	--------------	----	-----	------	--

POSTER ADVERTISING IN POST OFFICES

Posters	A3	RMMKG	014A3	c2003/4	<i>Put a smiler on it</i>
Grille Cards	A4	-	-	-	Understood to exist in at least one version

END OF LISTING