



## Outreach + Educational Materials Catalog

The following items are available to NCTA staff and Chapters for outreach and educational efforts. This catalog is updated annually and is not necessarily all-inclusive. Additional items can be found in the online [Volunteer Resource Center](#). To inquire about items not shown in this catalog, please contact the [NCTA Marketing and Communications Coordinator](#).

All materials in this catalog can be requested using the [Outreach + Educational Materials Request Form](#). If your request is recurring (e.g. to receive 200 NCTA brochures annually), you are welcome to indicate that in the *Additional Instructions or Notes* field of the form so you do not have to duplicate your request. The NCTA Administrative Assistant maintains a distribution tracking list, so you may receive occasional check-in communications.

Any costs detailed in this catalog will be deducted from the Chapter's NCTA account unless otherwise specified or requested.

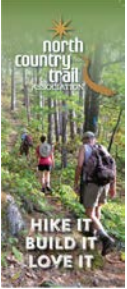


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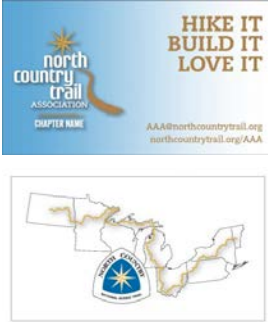

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## Print Materials






Item	Cost	Description	
NCTA Brochures	Free, <i>limits may apply</i>	A tri-fold brochure containing an overview of the work of the North Country Trail Association. The NCTA orders brochures annually or biannually.	
NCNST Brochures	Free, <i>limits may apply</i>	<p>A larger brochure produced by the National Park Service containing an overview of the NCNST, including a map.</p> <ul style="list-style-type: none"> <li>• <b>NCTA staff and Chapters</b> request these brochures via the <a href="#">NPS Supply Request Form</a>.</li> <li>• Anyone else can submit requests via the NPS online form at <a href="https://nps.gov/noco/planyourvisit/brochures.htm">nps.gov/noco/planyourvisit/brochures.htm</a>. (Click the <i>National Park Service office</i> link in the first paragraph.)</li> </ul>	
Bookmarks	<p>\$56 for 500 + <i>shipping</i></p> <p><i>Quantities above or below 500 can be ordered. This price is subject to change per the production company and shipping location.</i></p>	Bookmarks are 2” wide x 6” tall and feature content on both sides. These are for general North Country Trail awareness and provide direction to the [online] NCTA Events Calendar.	
NCTA Greeting Cards	<p>\$1.00/card with a minimum order quantity of 100</p> <p>\$0.20/envelope with a</p>	Greeting cards are 4.25” x 5.5”. There are four designs to choose from - more than one can be selected. Each is blank inside and features the NCTA logo on the back. Envelopes can be included for an extra cost. The NCTA orders cards and envelopes annually or biannually.	

	<p>minimum order quantity of 100</p> <p><i>Price is subject to change per the production company and shipping location.</i></p>	<p>Designs are featured clockwise to the right:</p> <ul style="list-style-type: none"> <li>● Design 1: Blaze + Trail</li> <li>● Design 2: Green Trail</li> <li>● Design 3: Grassland Trail</li> <li>● Design 4: Blaze Spotlight</li> </ul>	
<p>NCNST Emblem Stickers</p>	<p>Free, <i>limits may apply</i></p>	<p>Stickers are durable vinyl, approximately 3" x 3" in size. This is the official emblem of the North Country National Scenic Trail. The NCTA orders stickers annually or biannually.</p> <p>These are for general trail awareness and are not meant to be official trail signage. Contact your state's NCTA Regional Trail Coordinator with questions relating to signage.</p>	
<p>NCT Acronym Stickers</p>	<p>\$0.60/sticker with a minimum order quantity of 100</p> <p><i>Price is subject to change per the production company and shipping location.</i></p>	<p>Stickers are durable vinyl, approximately 6 x 4" in size. These are for general trail and Association awareness, and as of June 2024, the NCTA includes this sticker with member welcome packets mailed from Headquarters. The NCTA orders stickers annually or biannually.</p>	

<p>Chapter Acronym Stickers</p>	<p>\$128 for 100 + <i>shipping</i></p> <p><i>Quantities above or below 100 can be ordered. This price is subject to change per the production company and shipping location.</i></p>	<p>Stickers are durable vinyl, approximately 6 x 4” in size. They can be customized to feature the name and acronym of the NCTA Chapter of your choosing. These are for general trail and Chapter awareness.</p>	
<p>NCNST Temporary Tattoos</p>	<p>Free, <i>limits may apply</i></p>	<p>Temporary tattoos are 2 x 2” and feature the official emblem of the North Country National Scenic Trail. The NCTA orders temporary tattoos annually or biannually.</p>	
<p>Chapter Business Cards</p>	<p>\$55 for 250 <i>(includes shipping)</i></p> <p><i>Quantities above or below 250 can be ordered. Price is subject to change per the production company and shipping location.</i></p>	<p>Business cards are 3.5” wide x 2” tall and feature content on both sides. The NCTA Chapter logo, email address, and website URL will be customized to your specifications. Depending on available space, other custom contact information can be considered (e.g., social media URLs or handles).</p>	
<p><i>North Star</i> Magazine Past Issues</p>	<p>Up to 12 copies free per issue; \$2.00 per magazine beyond 12</p>	<p>The <i>North Star</i> is a quarterly magazine the NCTA produces for its members. Because it is a membership perk, the most current issue is usually not distributed beyond NCTA membership, but copies of the previous season’s issue are available upon request. <i>Availability is not guaranteed, as a limited quantity of each issue is printed.</i></p> <p>Chapters may also request specific recipients be added to the direct mail list. Contact the Marketing and Communications Coordinator for consideration.</p>	

<p>NCTA Membership Envelopes</p>	<p>Up to 250 free per year; \$0.20 per envelope beyond 250, with a minimum order quantity of 100</p>	<p>Remittance envelopes are Size #9 (8 7/8" wide x 4" tall). They are pre-addressed to the NCTA office in Lowell, with a join/renew form printed directly on the interior of the envelope.</p>	
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## Event Display

Item	Cost	Description	
<p>NCTA Banner Stand, Lightweight</p>	<p>\$295 +shipping</p> <p><i>This price is subject to change per the production company and shipping location.</i></p>	 <p>The <i>Blade Lite 850</i> is a premium, lightweight, retractable banner stand. The lightweight aluminum base offers stability without swivel-out feet, and the three-part bungee pole makes the setup a snap. The visible banner is 33.5” wide x 78.75” tall. The unit weighs approximately 12 lbs. and comes with a carry bag.</p> <p><i>The exact model is subject to change per the results of an annual quote from production companies.</i></p>	
<p>NCTA Banner Stand, Heavy Duty</p>	<p>\$495 +shipping</p> <p><i>This price is subject to change per the production company and shipping location.</i></p>	 <p>The <i>Thunder</i> is a large, sturdy, retractable banner stand designed for outdoor use. For added stability, it includes two large, twist-lock feet, a three-piece bungee pole, and stakes to secure the banner stand into the ground. The visible banner is 33.5” wide x 78.75” tall. The unit weighs approximately 18 lbs. and comes with a carry bag.</p> <p><i>The exact model is subject to change per the results of an annual quote from production companies.</i></p>	
<p>NCTA Event Stake Sign</p>	<p>\$74 (2); \$142 (4) +shipping</p> <p><i>This price is subject to change per the production company and shipping location.</i></p>	<p>This is a campaign-style sign with ground stakes for outdoor use. It indicates the direction in which an NCTA event is being held. It is two-sided; the arrow faces opposite directions on either side.</p> <p><i>The exact model is subject to change per the results of an annual quote of production companies.</i></p>	

## Digital Materials + Templates

Item	Cost	Description
Chapter Logo Files	Free	An official NCTA logo customized with a Chapter name. A variety of file types can be provided.
Chapter QR Code Files	Free	QR code graphics that route the user to a specific Chapter webpage on the NCTA website.
NCTA-NCNST PowerPoint / Google Slides Template(s)	Free	Presentation templates branded for use by NCTA representatives, and pre-filled with overview information about the NCNST and the Association. Space is available for customization by a Chapter.

<p><i>Your Adventure Starts Here</i> Poster File</p>	<p>Free</p>	<p>A print-ready file designed at 11 x 17", to be printed by a production company. This is for general North Country Trail awareness and provides direction to the [online] NCTA Events Calendar.</p>	
<p><i>Volunteer Crew Ahead</i> Sign Template File</p>	<p>Free</p>	<p>A template designed at 24 x 18", with the intention of being made into a campaign-style sign (with ground stakes) to place outdoors near a work site.</p>	

<p><i>Trail Under Construction</i> Sign Template File</p>	<p>Free</p>	<p>A template designed at 24 x 18”, with the intention of it being made into a campaign-style sign (with ground stakes) to place outdoors near a work site.</p>	 <p>The sign template features the North Country Trail Association logo at the top left and the North Country National Scenic Trail logo at the top right. The main text reads: <b>TRAIL UNDER CONSTRUCTION</b> followed by <b>PLEASE USE CAUTION</b>. Below this, it says: VISIT <a href="http://NORTHCOUNTRYTRAIL.ORG">NORTHCOUNTRYTRAIL.ORG</a> FOR MORE INFORMATION OR TO VOLUNTEER ON THE NORTH COUNTRY NATIONAL SCENIC TRAIL.</p>
<p><i>Trail Volunteer</i> Flier Template File</p>	<p>Free</p>	<p>A template designed at 11 x 8.5” for placement in the windshields of vehicles parked at trailheads or other workday or group hike locations. There is a blank space to write in contact information in case of emergency or to note the time/date one will return to the vehicle.</p>	 <p>The flier template features the North Country Trail Association logo at the top left and the North Country National Scenic Trail logo at the top right. The main text reads: <b>TRAIL VOLUNTEER</b> followed by THIS VEHICLE BELONGS TO A NORTH COUNTRY TRAIL ASSOCIATION VOLUNTEER WORKING ON THE TRAIL NEARBY. A QR code is located at the bottom center.</p>
<p><i>Trail User</i> Flier Template File</p>	<p>Free</p>	<p>A template designed at 11 x 8.5” for placement in the windshields of vehicles parked at trailheads or other workday or group hike locations. There is a blank space to write in contact information in case of emergency or to note the time/date one will return to the vehicle.</p>	 <p>The flier template features the North Country Trail Association logo at the top left and the North Country National Scenic Trail logo at the top right. The main text reads: <b>TRAIL USER</b> followed by THIS VEHICLE BELONGS TO SOMEONE CURRENTLY ENJOYING THE NORTH COUNTRY NATIONAL SCENIC TRAIL. A QR code is located at the bottom center.</p>

**Sign Template Printing Instructions (24 x 18”)**

1. Request a specific template using the [Outreach + Educational Materials Request Form](#).
2. NCTA staff will email the file(s) to the email address provided on the form.
3. Download the file(s) and provide them to a print shop of your choosing, along with other details of your order.
  - a. If the print shop has specific questions about the file(s) that you’re unable to answer, you may put them in contact with the [Marketing and Communications Coordinator](#).

**Flier Template Printing Instructions (11 x 8.5”)**

1. Request a specific template using the [Outreach + Educational Materials Request Form](#).
2. NCTA staff will email the file(s) to the email address provided on the form.



3. Download the file(s), and either print from a home computer or provide the file(s) to a print shop of your choosing, along with other details of your order.
  - a. If the print shop has specific questions about the file(s) that you're unable to answer, you may put them in contact with the [Marketing and Communications Coordinator](#).

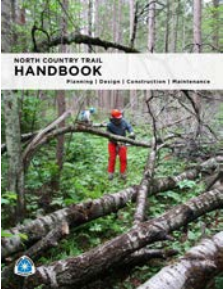

Poster Printing Instructions (11 x 17")

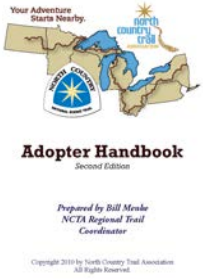

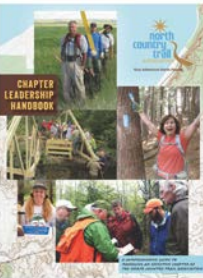

1. Request the file using the [Outreach + Educational Materials Request Form](#).
2. NCTA staff will email the file(s) to the email address provided on the form.
3. Download the file and provide it to a print shop of your choosing, along with other details of your order.
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## Educational Materials

The NCTA offers a variety of educational materials for its volunteers. These materials are meant for training and reference purposes, not for outreach efforts. Therefore, a limited number of printed copies are available. However, a digital version of each item is available at [northcountrytrail.org](http://northcountrytrail.org). To inquire about items not listed here, please contact the [NCTA Marketing and Communications Coordinator](#).

Additional resources, including videos, are available for viewing in the online [Volunteer Resource Center](#). Select a topic from the *Volunteer Resources* section to see what's available to you. You may also contact your local Chapter leader or [Regional Trail Coordinator](#) with questions.

Item	Cost	Description	
North Country Trail Handbook	Free	This handbook provides a consistent set of standards and considerations that meet National Park Service standards for incorporation into [building and maintaining] the NCNST, which should enable individuals at all levels of knowledge and experience to successfully build an eligible segment of the trail. A digital version is available for viewing and download in the online Volunteer Resource Center > <a href="#">Trail Management</a> .	
Crew Leader Handbook	Free	This handbook is designed to provide information for Crew Leaders organizing and overseeing projects on the NCNST. It is intended as a compliment to the in-person NCTA Crew Leader training program, which is available to all volunteers looking to expand their skill sets and gain new leadership skills. A digital version is available for viewing and download in the online Volunteer Resource Center > <a href="#">Trail Management</a> .	

<p>Adopter Handbook</p>	<p>Free</p>	<p>This handbook is designed to assist Trail Adopters in understanding their responsibilities when they agree to adopt a particular section of trail. It includes maintenance standards and guidelines that will assist the adopter to make sure that their section of trail is a pleasure to walk. A digital version is available for viewing and download in the online Volunteer Resource Center &gt; <a href="#">Trail Management</a>.</p>	 <p><b>Adopter Handbook</b> Second Edition</p> <p>Prepared by Bill Meade NCTA Regional Trail Coordinator</p> <p>Copyright 2010 by North Country Trail Association All Rights Reserved.</p>
<p>Trail Protection Handbook <i>digital only</i></p>	<p>Free</p>	<p>This handbook is meant to orient volunteers to the trail protection process and the process of working and building trusting relationships with private landowners.</p> <p>The NCTA does not print this. A digital version <b>will be*</b> available for viewing and download in the online Volunteer Resource Center &gt; <a href="#">Trail Protection</a>.</p> <p>*As of April 2024, this handbook is in revision and currently unavailable. If you would like additional information, please contact the Director of Trail Protection.</p>	 <p><b>TRAIL PROTECTION HANDBOOK</b> A Handbook for NCTA Volunteers</p>
<p>Chapter Leadership Handbook <i>digital only</i></p>	<p>Free</p>	<p>This handbook is the go-to document for anyone in a leadership role within an NCTA Chapter. It includes information on history, organizational structure, policies, and resources needed to be successful in your role.</p> <p>The NCTA does not print this. A digital version is available for viewing and download in the online Volunteer Resource Center &gt; <a href="#">Leadership</a>.</p>	 <p><b>CHAPTER LEADERSHIP HANDBOOK</b></p>
<p>Trail Town Handbook</p>	<p>Free</p>	<p>This handbook is intended to provide local Chapters and communities along the NCNST with the resources to become an NCTA Trail Town. Limited print copies are available at NCTA Headquarters. A digital version is available for viewing and download in the online Volunteer Resource Center &gt; <a href="#">Trail Towns</a>.</p>	 <p><b>TRAIL TOWN HANDBOOK</b></p>