Callaghan Collective

Wholesale Product Catalog



Greetings From
Everywhere

Fall 2026

Meet Callaghan Collective



Callaghan Collective offers digitally painted watercolor artwork celebrating Syracuse landmarks and New York landscapes across postcards, stickers, and magnets. Formats to fit any shelf.

Rooted in local landmarks and local pride, the collection offers something shoppers can't find anywhere else, giving your shelves a point of difference and customers a reason to come back.

Greetings From Everywhere



Postcards
Made to frame, collect, or mail.



Stickers
Waterproof vinyl for all adventures.



Postcard Blocks
Double-sided art perfect for desks and shelves.



Magnets
Premium acrylic magnets that stand out.



Custom Postcards
Let's turn your business into a custom postcard!

ABOUT RACHEL

Hi, there!



I started Callaghan Collective after years of collecting postcards from my travels and feeling disappointed by the options. Many were poorly designed, harshly lit, or didn't capture the true feeling of a place and sometimes there wasn't even a postcard to be found.



At the same time, I had thousands of photographs sitting on my hard drive. I began transforming those moments into digital watercolor artwork, blending the detail of a photograph with the softness of watercolor using Photoshop and Lightroom.



Today, my work celebrates Syracuse landmarks and New York landscapes rooted in local pride. Customers love sending them to friends who've moved away, gifting them to fellow Syracuse lovers, or displaying them as artwork in their home.

TABLE OF CONTENTS

05 Postcards

06 Stickers

07 Magnets

08 Enamel Pins

09 Syracuse ABC Book

11 Postcard Blocks

12 Custom Postcards

13 Wholesale Terms

18 All Postcard Designs

41 All Sticker Designs

45 All Magnet Designs



POSTCARDS



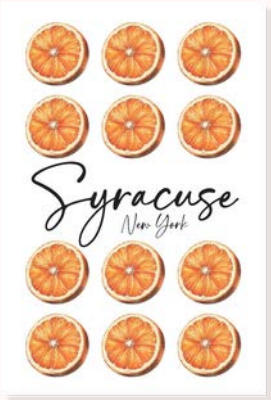
4x6in Display-Worthy Postcards

Iconic Syracuse postcards designed to be framed (fits any 4x6in frame!), collected, or mailed. Professionally printed on extra thick premium cardstock with a coated front to protect the artwork and enhance color, plus a writable back for mailing. Sold as open stock, allowing retailers to mix and match designs for postcard racks, checkout displays, and curated local gift sections.

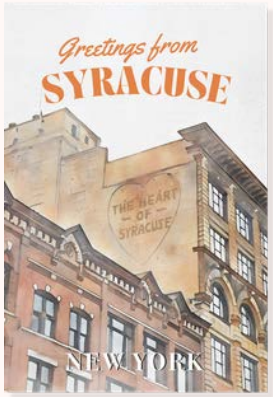
MSRP $3-4 | WSP $1.50

100+ CNY & NY designs available | See page 15 for all

Syracuse Bestsellers



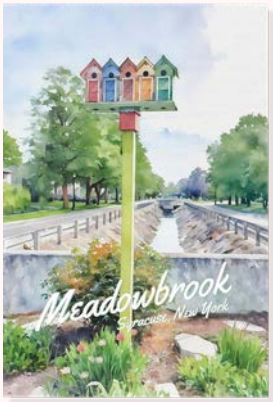
Syracuse Orange
SKU: PC-SYR-ORG



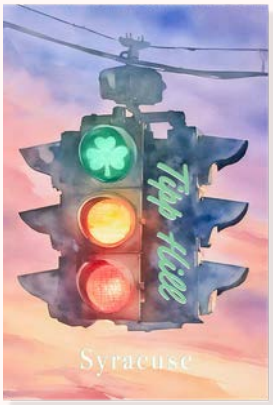
Heart of Syracuse
SKU: PC-SYR-HRT



Undefeated Bridge
SKU: PC-SYR-UDB



Meadowbrook
SKU: PC-SYR-MED



Tipp Hill Light
SKU: PC-SYR-SHM



Strathmore
SKU: PC-SYR-STR

100+ Designs Available | Open Stock Ordering | New Designs Added Regularly

STICKERS



2.5” Waterproof Vinyl Stickers

Durable waterproof vinyl stickers with a soft matte finish, designed to last on water bottles, laptops, coolers, and more. Sold as open stock, allowing retailers to mix and match designs for checkout displays, gift sections, and impulse buys.

MSRP $3-4 | WSP $1.50

30+ CNY, NY & humor designs available | See page 34 for all

Syracuse Bestsellers



Syracuse Orange
SKU: ST-SYR-ORG



Syracuse Orange Guy
SKU: ST-SYR-OGY



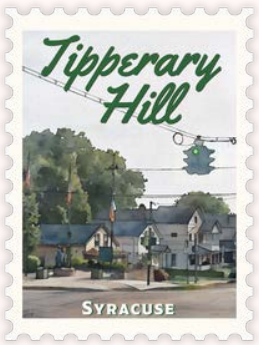
Undefeated Bridge
SKU: ST-SYR-UDB



Sweetheart Corner Stamp
SKU: ST-SYR-SHC



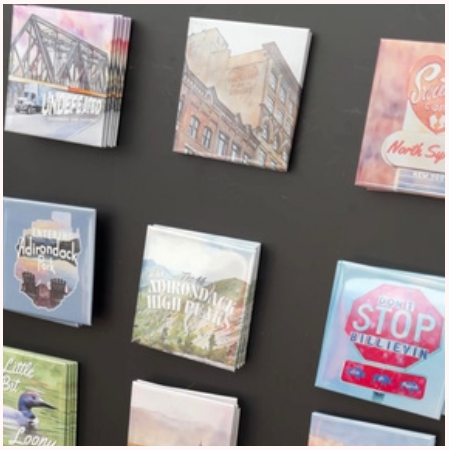
NYS Fair Stamp
SKU: ST-SYR-NYF



Tipp Hill Stamp
SKU: ST-SYR-THS

30+ Designs Available | Open Stock Ordering | New Designs Added Regularly

MAGNETS



Premium Acrylic Magnets

Choose from any postcard design to create a premium acrylic magnet. Each magnet is individually sized, ranging from approximately 2" × 2" to 2" × 3", to best showcase the artwork. Sold as open stock, allowing retailers to mix and match designs for checkout displays, magnet racks, and local gift sections.

MSRP $8 | WSP $4

Available in Any Postcard Design | See Page 15 for 100+ Designs

Syracuse Bestsellers



Syracuse Orange
SKU: MG-SYR-ORG



Heart of Syracuse
SKU: MG-SYR-HRT



Undefeated Bridge
SKU: MG-SYR-UDB



Tipp Hill Light
SKU: MG-SYR-THL



Undefeated
SKU: MG-SYR-UDB



Undefeated
SKU: MG-NYS-BIL

Every Postcard Design Available as a Magnet | Open Stock Ordering

HARD ENAMEL PINS



Hard Enamel Pins - 1 inch

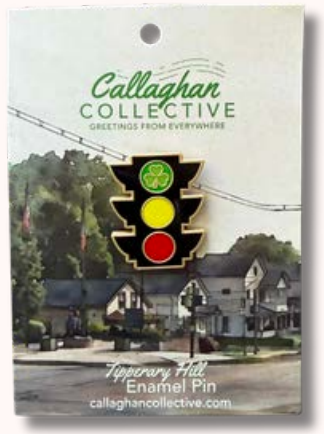
Inspired by the places and details that make Syracuse special, these enamel pins bring a little hometown pride to jackets, totes, backpacks, and more. A small, thoughtful gift for locals, visitors, and anyone carrying a piece of home with them. Perfect for checkout displays and local gift sections.

MSRP $8-9 | WSP $4

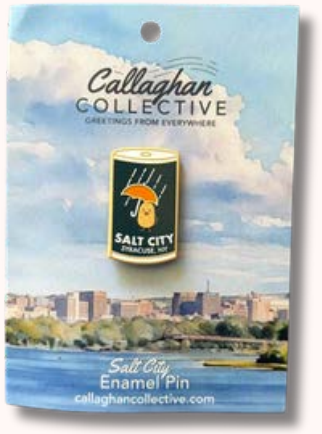
Syracuse Hard Enamel Pins



Greetings From Syracuse Pin
SKU: PN-SYR-GRT



Tipp Hill Pin
SKU: PN-SYR-TIP



Salt City Pin
SKU: PN-SYR-SAL

Hard Cover

SYRACUSE ABC BOOK

Greetings From Syracuse: The Salt City ABC Book



Take a trip through the Salt City from A to Z! Greetings from Syracuse brings together the places, traditions, and local favorites that make Syracuse feel like home, all illustrated with Rachel Callaghan's signature digital watercolor artwork.

Created for little Syracuse readers and the grown-ups reading along, the book features fun local facts, activities, and special nostalgia pages celebrating Syracuse through the years.

PRODUCT DETAILS
8 × 10" Hardcover
Full-color interior
26 Syracuse-inspired A–Z features
Local facts, activities & nostalgia pages
ISBN: 979-8-9966751-0-4

WHOLESALE
MSRP $22 | WSP $11
Opening Order: 10 books / $110
Reorder Minimum: 5 books / $55

AVAILABILITY
Current hardcover inventory is fully allocated for wholesale. Our next shipment is expected in early January 2027. Contact us to join the wholesale waitlist and be notified when ordering reopens.

ORDERING
To place a wholesale order, send an email to:
Rachel@callaghancollective.com
Then I will send over a Square Invoice
Local delivery available in the Syracuse area.

Soft Cover

SYRACUSE ABC BOOK

Greetings From Syracuse: The Salt City ABC Book



Softcover mockup shown. Actual book may vary slightly in appearance.

Take a trip through the Salt City from A to Z! Greetings from Syracuse brings together the places, traditions, and local favorites that make Syracuse feel like home, all illustrated with Rachel Callaghan's signature digital watercolor artwork.

Created for little Syracuse readers and the grown-ups reading along, the book features fun local facts, activities, and special nostalgia pages celebrating Syracuse through the years.

PRODUCT DETAILS
8 × 10" Soft Cover Perfect Bound
Full-color interior
26 Syracuse-inspired A–Z features
Local facts, activities & nostalgia pages
ISBN: 979-8-9966751-2-8

WHOLESALE
MSRP $18 | WSP $9
Opening Order: 10 books / $90
Reorder Minimum: 5 books / $45

AVAILABILITY
Our new softcover edition is expected to arrive the first week of November. Contact us to express interest in stocking it and receive an availability update.

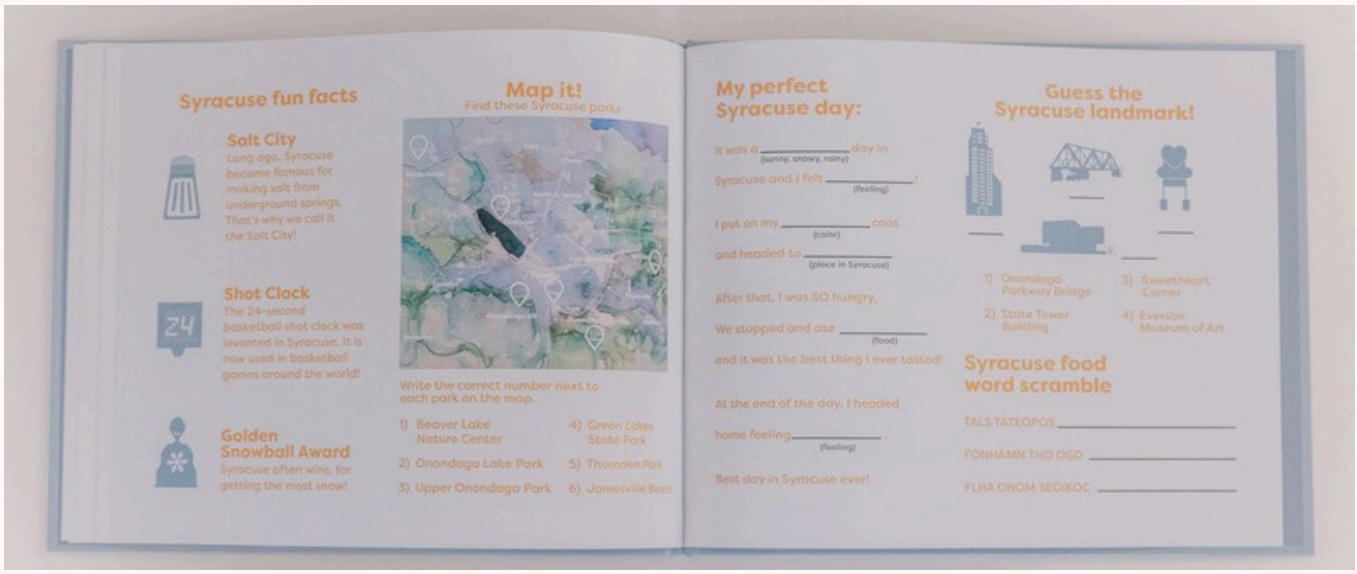
ORDERING
To place a wholesale order, send an email to:
Rachel@callaghancollective.com
Then I will send over a Square Invoice
Local delivery available in the Syracuse area.

SYRACUSE ABC BOOK

Greetings From Syracuse: The Salt City ABC Book







POSTCARD BLOCKS



Double-Sided Desk & Shelf Decor

Wood display blocks featuring two 4×6" postcards printed on premium cardstock with a matte coating to protect and enhance the artwork. Sold with bestselling combinations or mix and match any two postcard designs to create a custom pairing. A simple, elevated display piece that stand perfectly on shelves, desks, and in office spaces.

MSRP $14 | WSP $7

Mix & match any two postcards! Choose from 100+ postcards.

Syracuse Bestselling Combos



Back Front

Syracuse Orange Guy



Back Front

Syracuse Orange Love



Back Front

Tipperary Hill



Back Front

Parkway & Park Street Bridge



Back Front

Seasonal Syracuse



Back Front

Strathmore

View all postcard designs on page 15

CUSTOM POSTCARDS



Turn Your Business into a Postcard!

Turn your business into a custom digital watercolor postcard. Thoughtfully designed to capture what makes your business special, these display-worthy postcards become memorable keepsakes that customers will love to send, share, or keep. Perfect for gift shops, breweries, restaurants, tourism destinations, and local businesses looking for an exclusive product they won't find anywhere else. Also available as greeting cards, acrylic magnets and stickers.

MSRP $4 | WSP $2



How It Works:

1) Send me a photo
   Snap a photo with your phone or send an existing image (doesn't have to be anything fancy!)
2) Customize the back
   Choose what you'd like on the back, such as your logo, business name, website, or contact information.
3) Approve your proof
   I'll create your custom digital watercolor artwork and send a digital proof for your approval.
4) Choose your products
   Order postcards, magnets, or stickers
5) Share your custom postcards with your customers
   Whether you sell them or use them to write a personal note, your custom postcards leave a lasting impression.

Custom Postcard Pricing

QTY	PRICE PER POSTCARD
100	1.75
250	1.60
500	1.50
1,000	1.40

Custom greeting card, sticker and magnet pricing available upon request.

WHOLESALE TERMS

How to Place an Order

Email us at:
Rachel@CallaghanCollective.com
or contact us at 315-200-4033

Opening Orders & Reorders

Opening Order Minimum: $50 USD

Reorders: No minimum

Minimum Quantity Per Style: None
All products are open stock

Payment

Invoices are sent through Square and are due within 7 days of the invoice date. We accept all major credit and debit cards through Square Invoices, as well as cash and checks.

Net 30 terms may be available for approved accounts.



WHOLESALE TERMS

Shipping Details

Orders ship via FedEx or UPS, depending on order size and destination. Shipping costs are added to your invoice.

Backordered items ship at no additional shipping charge.

Free local delivery is available for Syracuse-area retailers.

Refunds & Returns

All sales are final and cannot be exchanged once products have shipped.

We accept returns or exchanges for damaged products. Claims must be made to: rachel@callaghancollective.com within 7 business days of receipt of product.



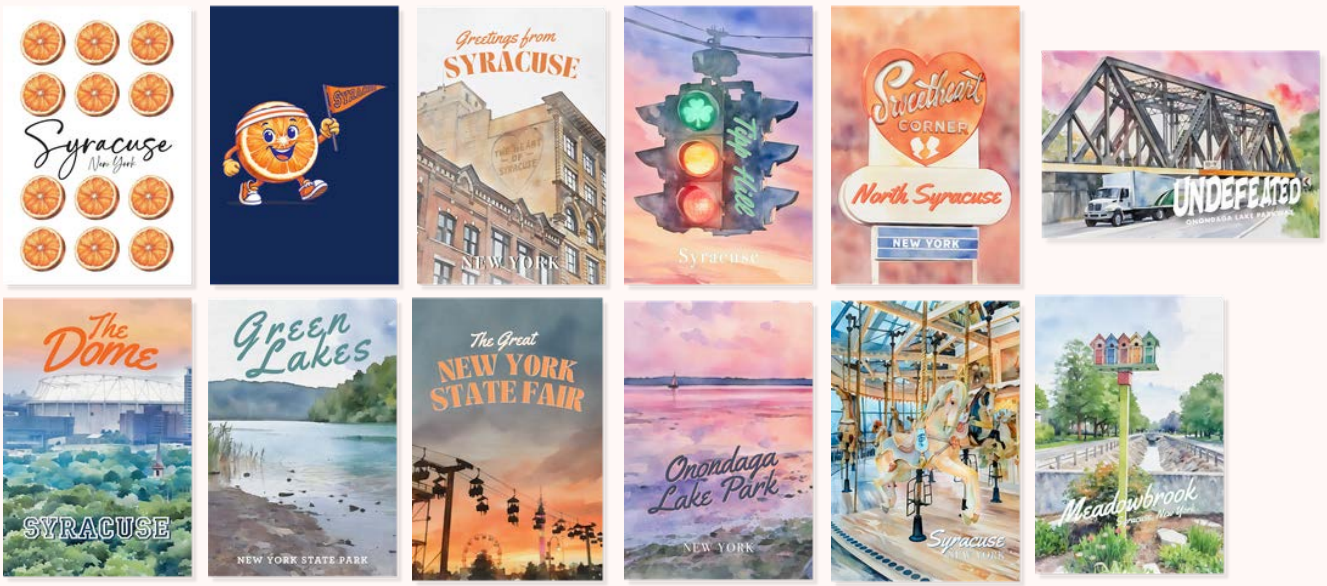
BEST SELLERS COLLECTIONS

Skip the guesswork!
Our curated best seller collections make ordering easy with proven customer favorites, ready to stock your display.



Syracuse Icons

72 pcs | 12 of each design
$108 WSP | $216 - 288 MSRP
$1.50 | unit WSP
$3 - 4 | unit MSRP



Greetings FromSyracuse Deluxe Collection

144 pcs | 12 of each design
$216 WSP | $432 - 576 MSRP
$1.50 | unit WSP
$3 - 4 | unit MSRP

BEST SELLERS COLLECTIONS



West Side Favorites

72 pcs | 12 of each design | $108 WSP | $216 - 288 MSRP
$1.50 | unit WSP | $3 - 4 | unit MSRP



North Side Favorites

72 pcs | 12 of each design | $108 WSP | $216 - 288 MSRP
$1.50 | unit WSP | $3 - 4 | unit MSRP



East Side Favorites

72 pcs | 12 of each design | $108 WSP | $216 - 288 MSRP
$1.50 | unit WSP | $3 - 4 | unit MSRP



East of Syracuse

72 pcs | 12 of each design | $108 WSP | $216 - 288 MSRP
$1.50 | unit WSP | $3 - 4 | unit MSRP



Greetings From EVERYWHERE

Over **100+** designs available to mix and match for your shop.

SYRACUSE POSTCARDS

MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



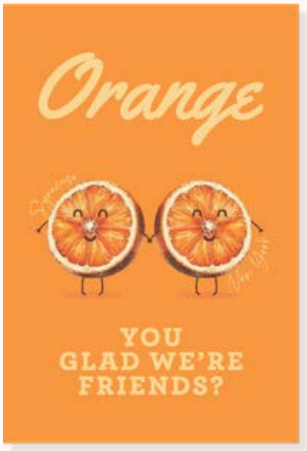
Orange Guy Blue

SKU: PC-SYR-OMB



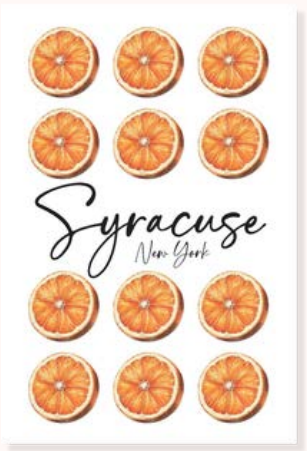
Orange Guy Orange

SKU: PC-SYR-OMO



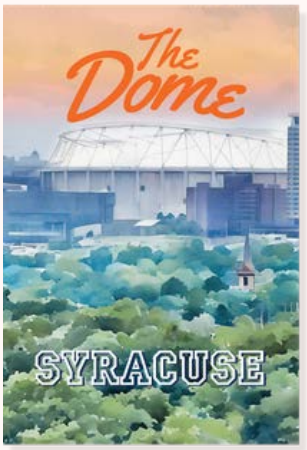
Orange You Glad

SKU: PC-SYR-FRN



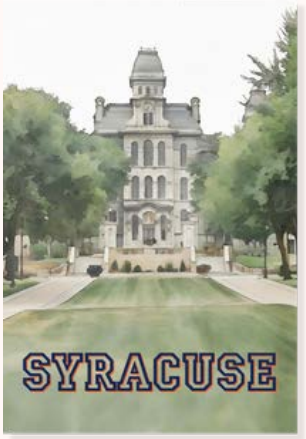
Syracuse Orange

SKU: PC-SYR-ORG



The Dome

SKU: PC-SYR-DOM

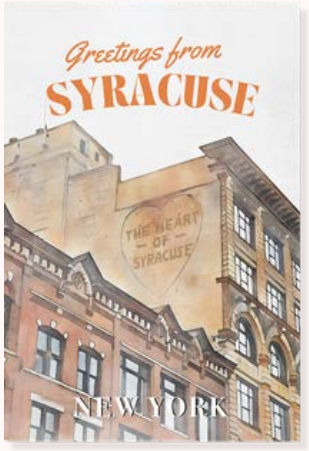


Syracuse Campus

SKU: PC-SYR-CMP

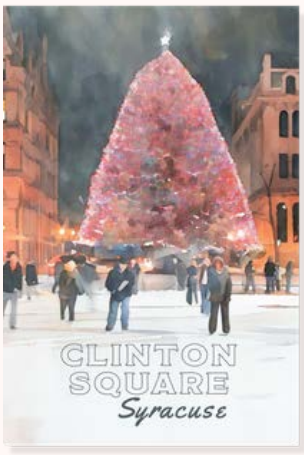
SYRACUSE POSTCARDS

MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



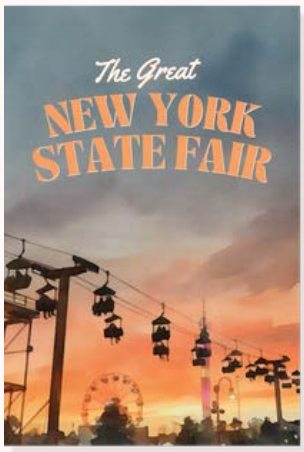
Heart of Syracuse

SKU: PC-SYR-HRT



Clinton Square

SKU: PC-SYR-CLS



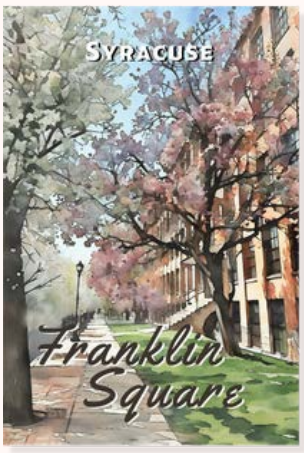
NYS Fair

SKU: PC-SYR-NYF



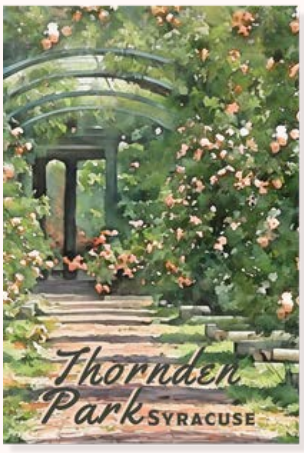
Carousel

SKU: PC-SYR-CAR



Franklin Square

SKU: PC-SYR-FSQ

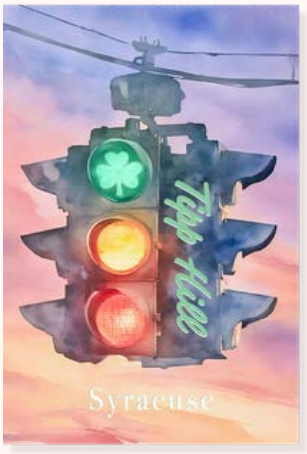


Thornden Park

SKU: PC-SYR-THR

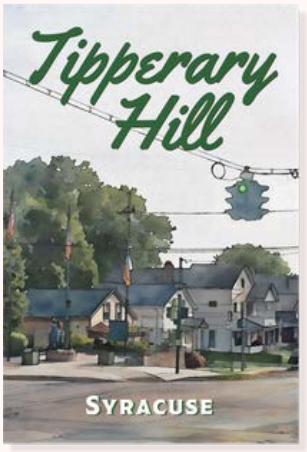
WEST SIDE POSTCARDS

MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



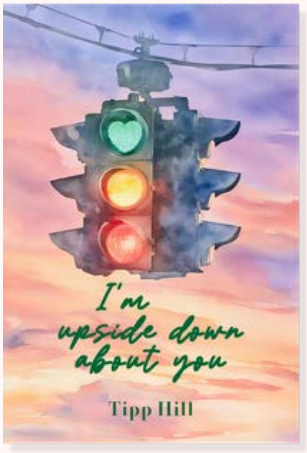
Tipp Hill Shamrock

SKU: PC-SYR-SHM



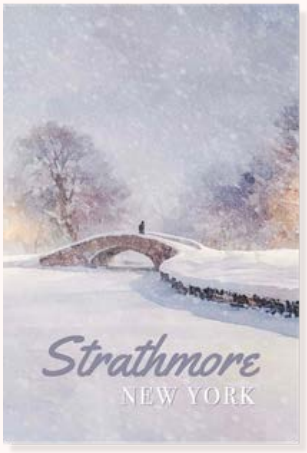
Tipp Hill

SKU: PC-SYR-TPH



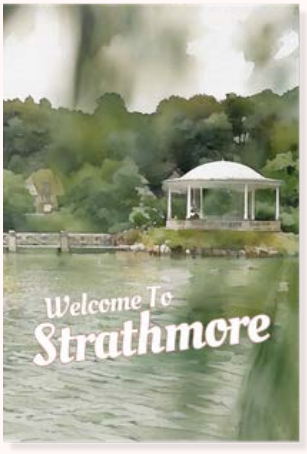
Tipp Hill Upsidedown

SKU: PC-SYR-THU



Strathmore Winter

SKU: PC-SYR-STW



Strathmore

SKU: PC-SYR-STR

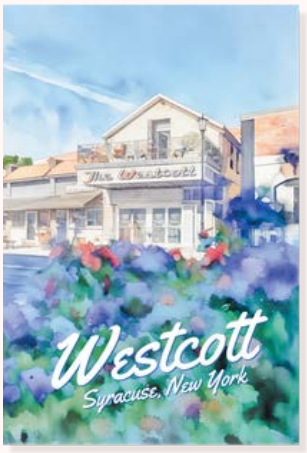


Uphill Both Ways

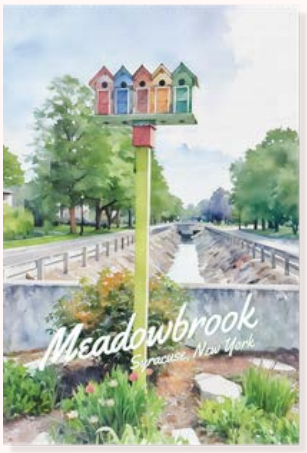
SKU: PC-SYR-UPH

EAST SIDE POSTCARDS

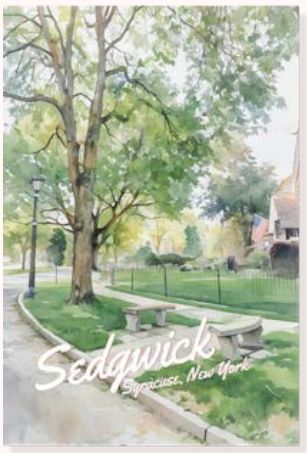
MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



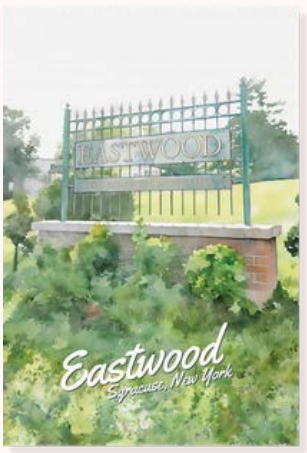
Westcott
SKU: PC-SYR-WES



Meadowbrook
SKU: PC-SYR-MDW



Sedgwick
SKU: PC-SYR-SDG



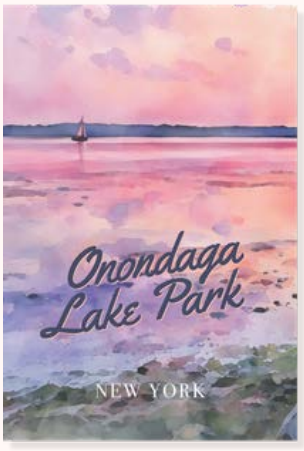
Eastwood
SKU: PC-SYR-EST

NORTH SIDE POSTCARDS

MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



Sweetheart Corner
SKU: PC-SYR-SHC



Onondaga Lake Park
SKU: PC-SYR-OLP



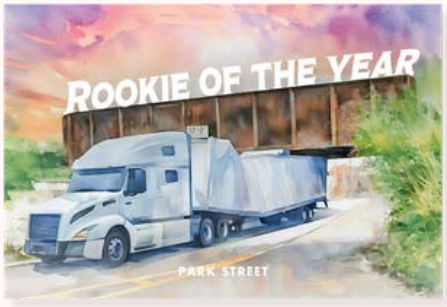
Unbreakable
SKU: PC-SYR-UNB



Onondaga Lake Park Path
SKU: PC-SYR-OPP



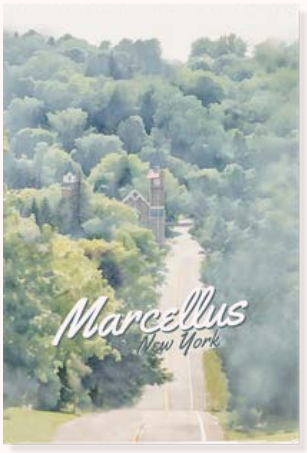
Undefeated Bridge
SKU: PC-SYR-UDB



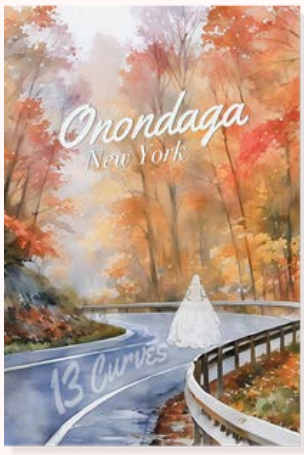
Park Street Bridge
SKU: PC-SYR-PAR

WEST SUBURBS POSTCARDS

MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



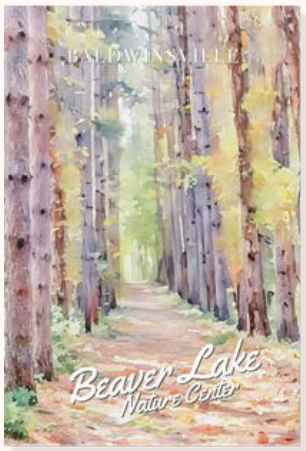
Marcellus Road
SKU: PC-SYR-MRD



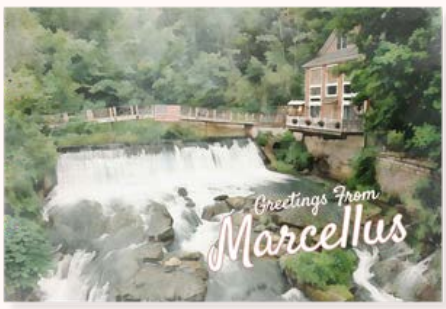
13 Curves
SKU: PC-SYR-CUR



Marcellus Tunnel
SKU: PC-SYR-TUN



Beaver Lake
SKU: PC-SYR-BEV



Marcellus
SKU: PC-SYR-MAR



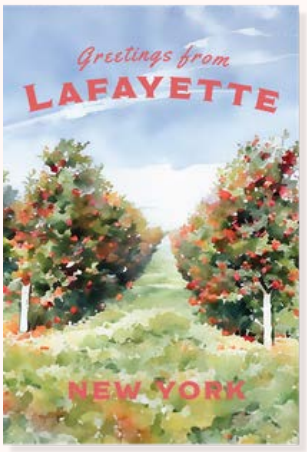
Camillus
SKU: PC-SYR-CAM



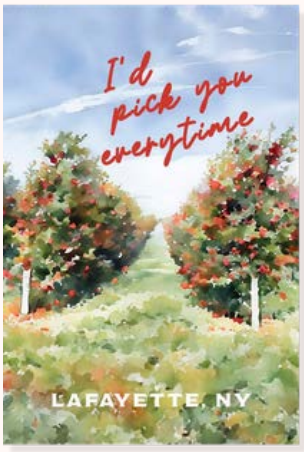
Baldwinsville
SKU: PC-SYR-BAL

SOUTHERN POSTCARDS

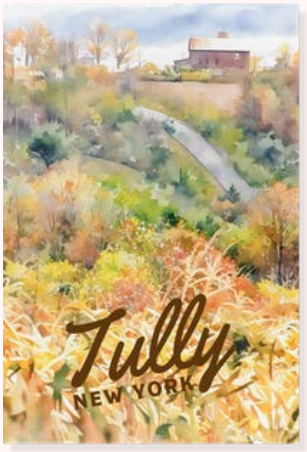
MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



Lafayette
SKU: PC-SYR-LAF



I'd Pick You Every Time
SKU: PC-SYR-PIC



Tully
SKU: PC-SYR-TUL



Tully Sunflowers
SKU: PC-SYR-SUN



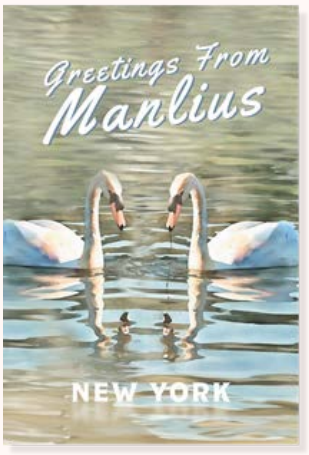
Highland Forest
SKU: PC-SYR-HLF



Fabius
SKU: PC-SYR-FAB

SOUTHEAST SUBURBS POSTCARDS

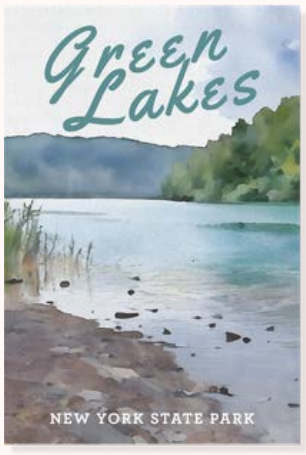
MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



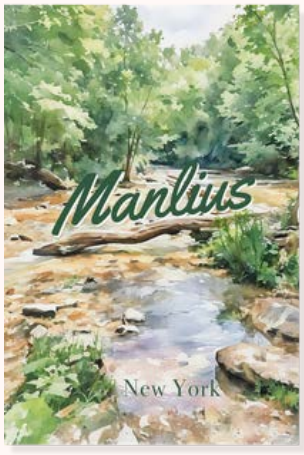
Manlius
SKU: PC-SYR-MAN



Manlius
Swan & Only
SKU: PC-SYR-MSO



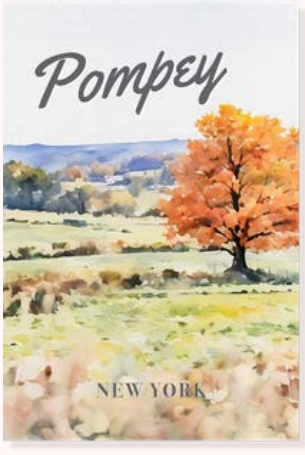
Green Lakes
SKU: PC-SYR-GLK



Limestone Creek
SKU: PC-SYR-LIM



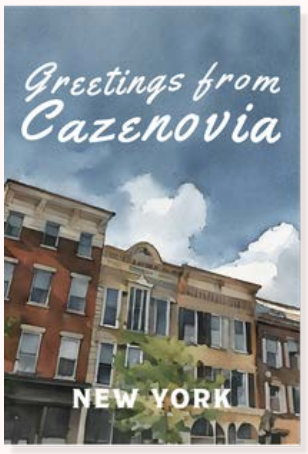
Jamesville
SKU: PC-SYR-JAM



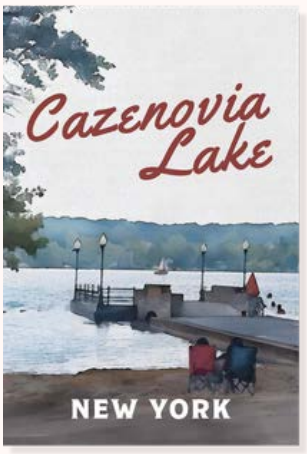
Pompey
SKU: PC-SYR-POM

EAST SUBURBS POSTCARDS

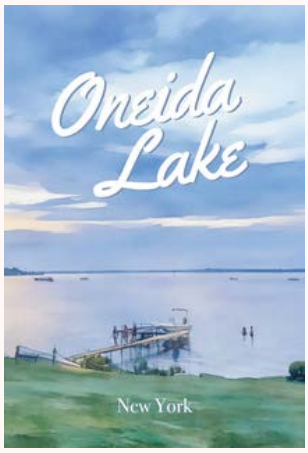
MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



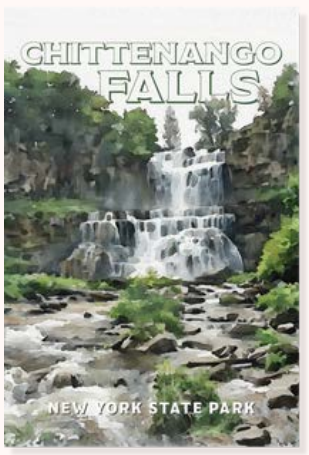
Cazenovia Village
SKU: PC-SYR-CAZ



Cazenovia Lake
SKU: PC-SYR-CAL



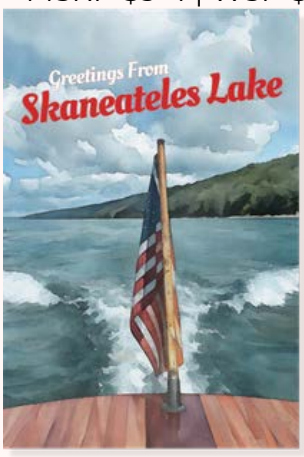
Oneida Lake
SKU: PC-SYR-ONL



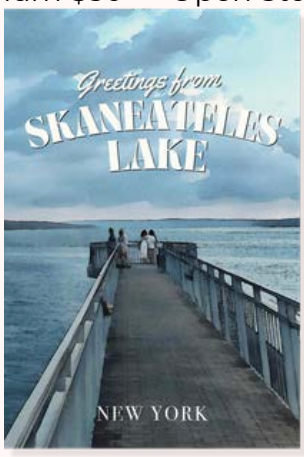
Chittenango Falls
SKU: PC-SYR-CHT

THE FINGER LAKES

MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



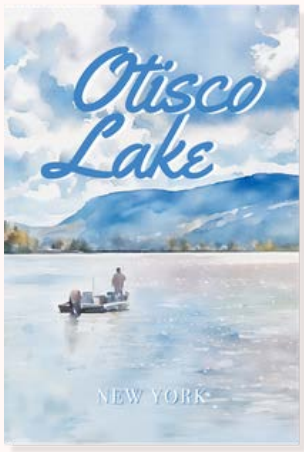
Skaneateles Lake
SKU: PC-NYS-SKL



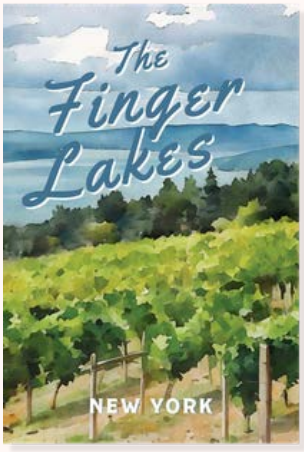
Skaneateles Pier
SKU: PC-NYS-SKP



Skan Summer
SKU: PC-NYS-SKS



Otisco Lake
SKU: PC-NYS-OTI



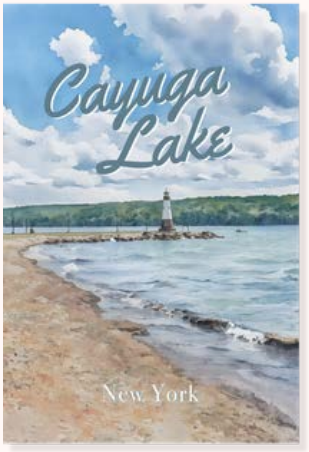
Finger Lakes
SKU: PC-NYS-FIN



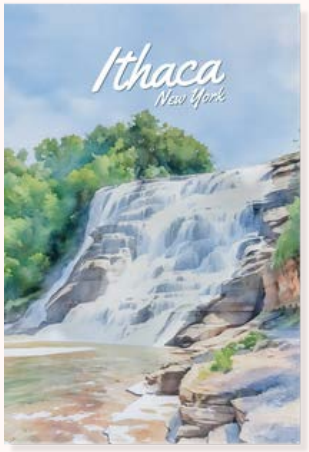
Watkins Glen
SKU: PC-NYS-WAT

THE FINGER LAKES

MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



Cayuga Lake
SKU: PC-NYS-CAY



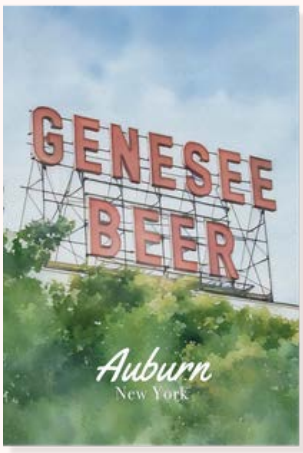
Ithaca
SKU: PC-NYS-ITH



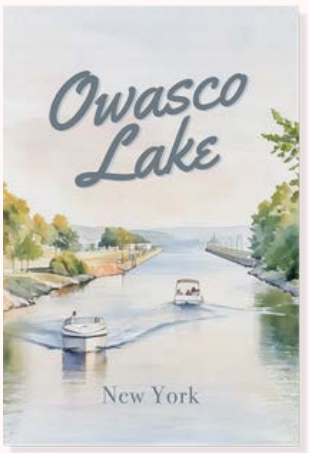
Taughannock
SKU: PC-NY-TAG



Seneca Lake
SKU: PC-NYS-SEN



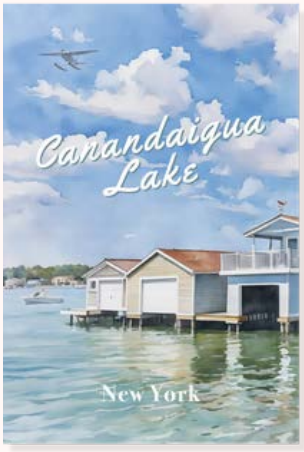
Genesee
SKU: PC-NYS-GEN



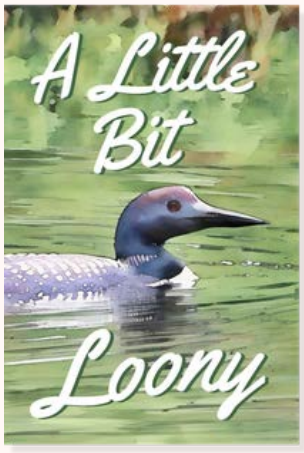
Owasco Lake
SKU: PC-NYS-OWS

THE FINGER LAKES

MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



Canandaigua
SKU: PC-NYS-CAN



Little Bit Loony
SKU: PC-NYS-LON

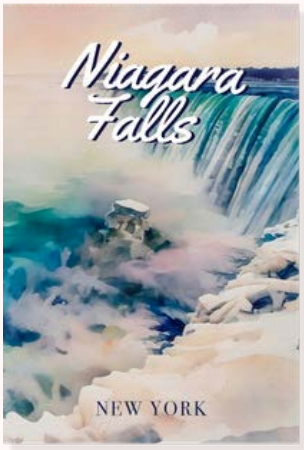
WESTERN NEW YORK



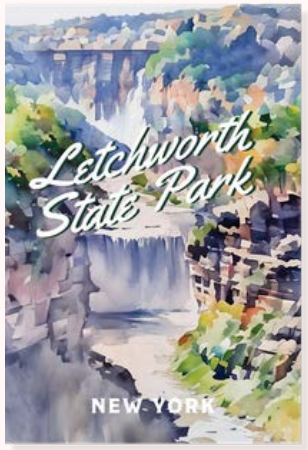
Don’t Stop Billievin
SKU: PC-NYS-BIL



Hey-Ey-Ey-Ey
SKU: PC-NYS-HEY



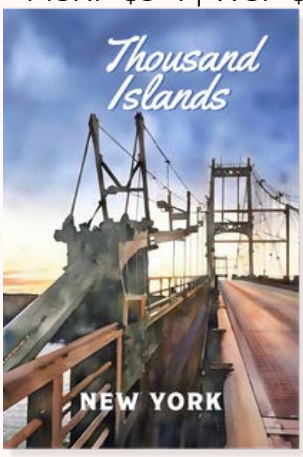
Niagara Falls
SKU: PC-NYS-NIF



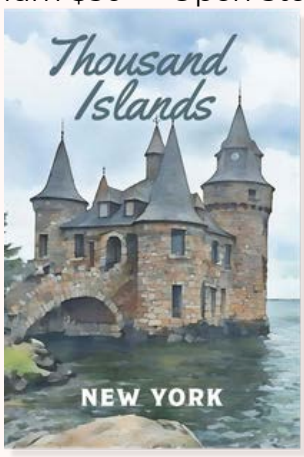
Letchworth
SKU: PC-NYS-LET

NORTHERN NY

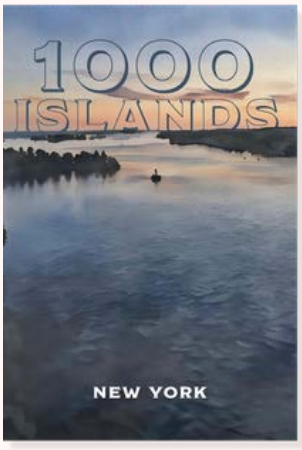
MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



Thousand Islands Bridge
SKU: PC-SYR-THI



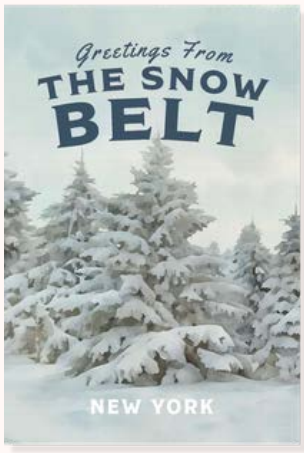
Thousand Islands Castle
SKU: PC-NYS-TIC



1,000 Islands
SKU: PC-NYS-ISL



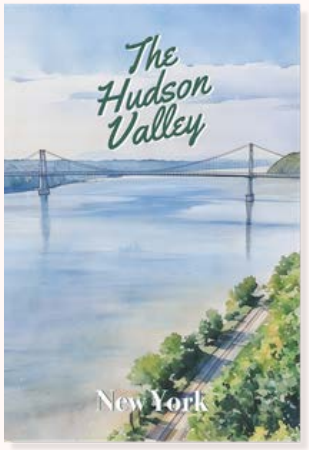
Lake Ontario
SKU: PC-NYS-ONT



Snow Belt
SKU: PC-NYS-SNO

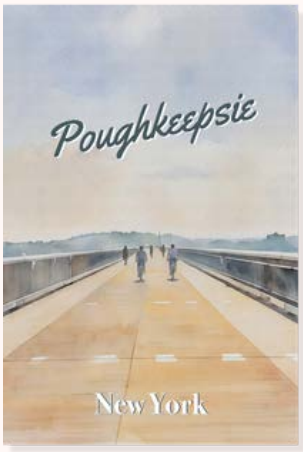
HUDSON VALLEY

MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



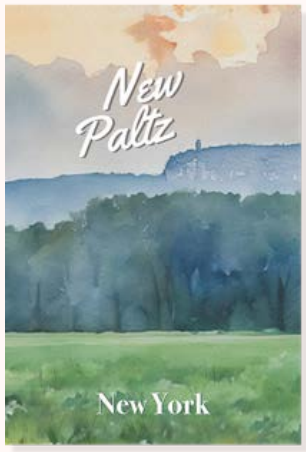
The Hudson Valley

SKU: PC-NYS-HUD



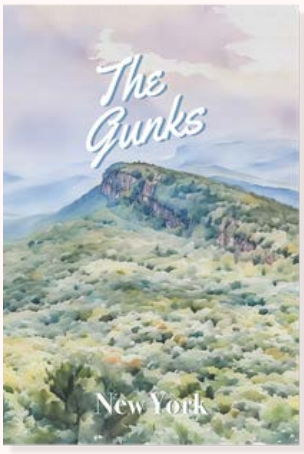
Poughkeepsie

SKU: PC-NYS-POH



New Paltz

SKU: PC-NYS-NEP



The Gunks

SKU: PC-CAT-GUK

HUDSON VALLEY

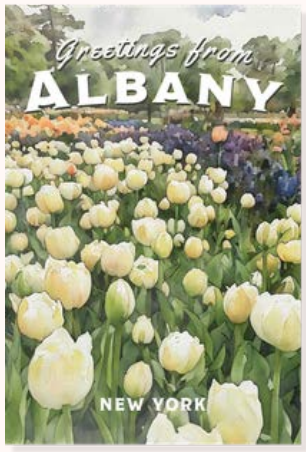
MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



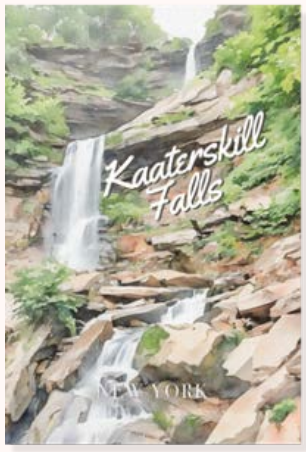
Saratoga
SKU: PC-NYS-SAR



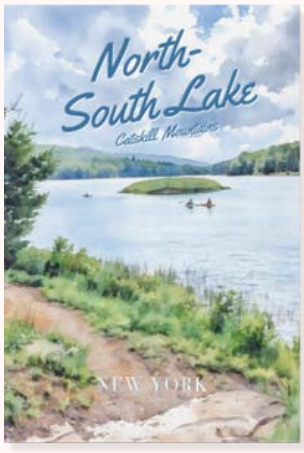
Upstate
SKU: PC-NYS-UPS



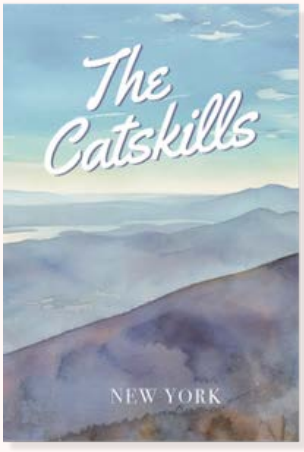
Albany
SKU: PC-NYS-ALB



Kaaterskill Falls
SKU: PC-CAT-KAA



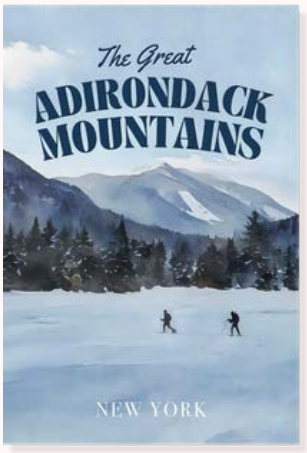
North-South Lake
SKU: PC-CAT-NSL



The Catskills
SKU: PC-CAT-MNT

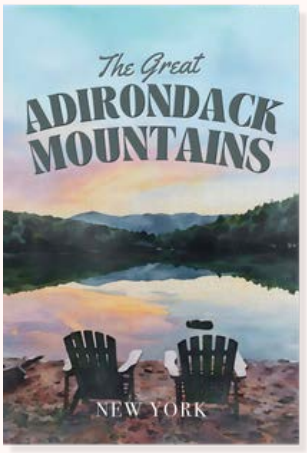
ADIRONDACK POSTCARDS

MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



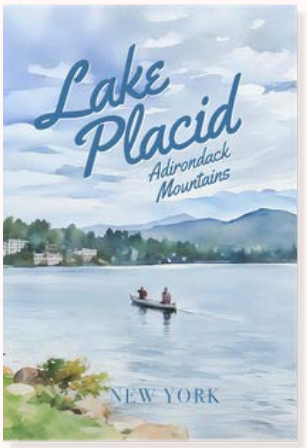
Winter ADK

SKU: PC-ADK-WIN



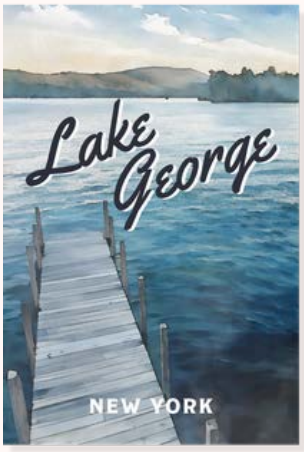
Summer ADK

SKU: PC-ADK-SUM



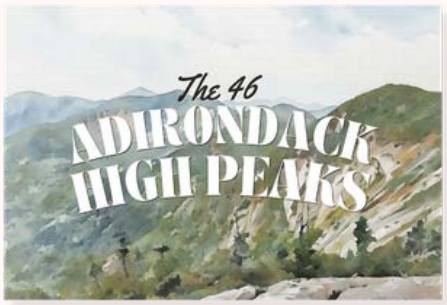
Lake Placid

SKU: PC-ADK-LAP



Lake George

SKU: PC-ADK-LKG



Adirondack High Peaks

SKU: PC-ADK-HIP



Adirondack 46

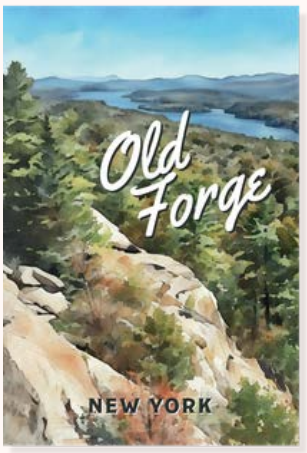
SKU: PC-ADK-FOR

ADIRONDACK POSTCARDS

MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



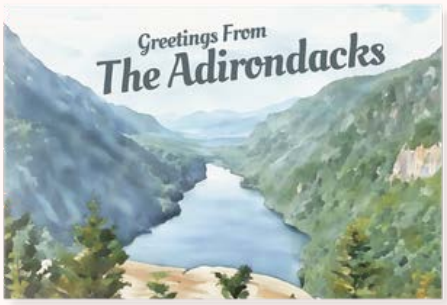
Keene
SKU: PC-ADK-KEN



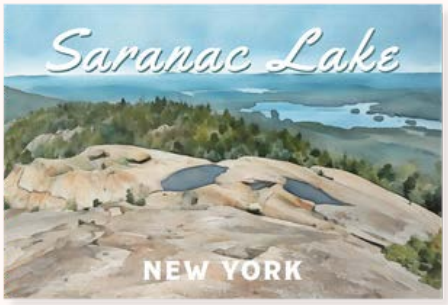
Old Forge
SKU: PC-ADK-OLD



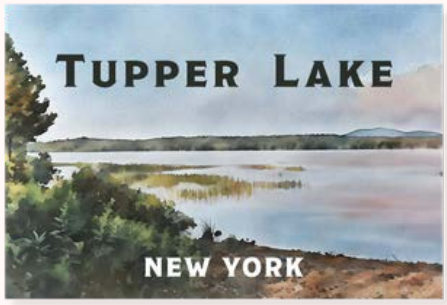
Whiteface
SKU: PC-ADK-WHF



Indian Head
SKU: PC-ADK-INH



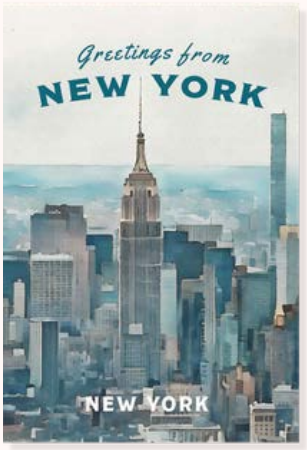
Saranac Lake
SKU: PC-ADK-SAR



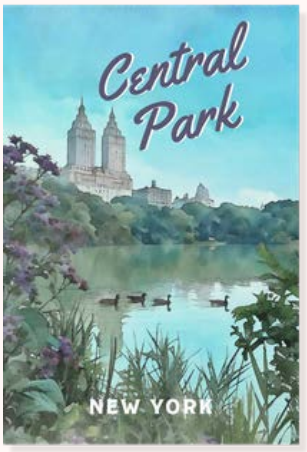
Tupper Lake
SKU: PC-ADK-TUP

NYC & LI POSTCARDS

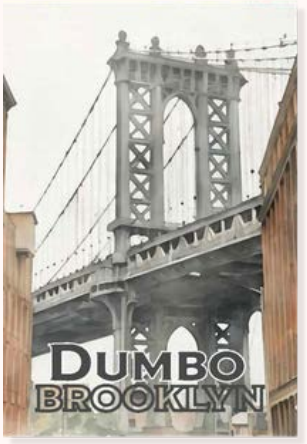
MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



New York, NY
SKU: PC-NYS-NYC



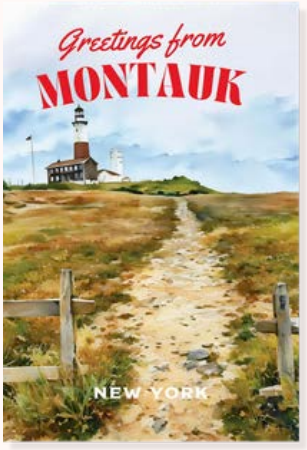
Central Park
SKU: PC-NYS-CEN



Dumbo, Brooklyn
SKU: PC-NYS-DUM



Rockefeller Center
SKU: PC-NYS-ROK



Montauk
SKU: PC-NYS-MON



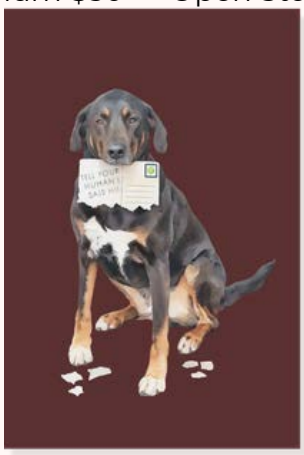
Long Island
SKU: PC-NYS-LOI

YOU'VE GOT MAIL POSTCARDS

MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



Return to Sender
SKU: PC-GEN-CAT



Tell Your Human Hi!
SKU: PC-GEN-DOG



Gossip Express
SKU: PC-GEN-GOS



Hope This Finds You Well
SKU: PC-GEN-RAC



Big Foot
SKU: PC-GEN-BIG



Lavender Chair
SKU: PC-NYS-LAV

YOU'VE GOT MAIL POSTCARDS

MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



Church Ghosts
SKU: PC-HAL-CHR



Summerween Ghosts
SKU: PC-HAL-SMR



Favorite Child
SKU: PC-GEN-CHL



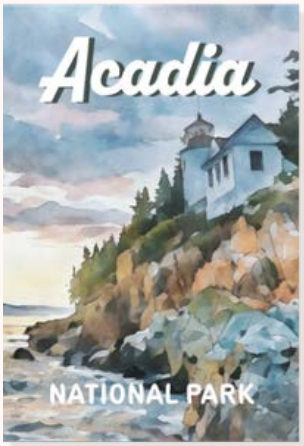
Favorite Sibling
SKU: PC-GEN-SIB



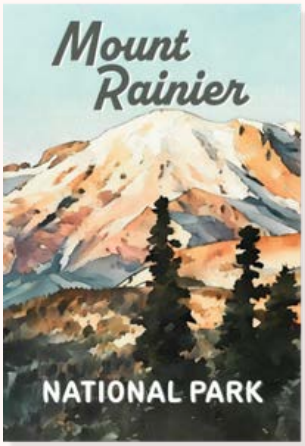
Don't Stop Believin
SKU: PC-GEN-DSB

NATIONAL PARK POSTCARDS

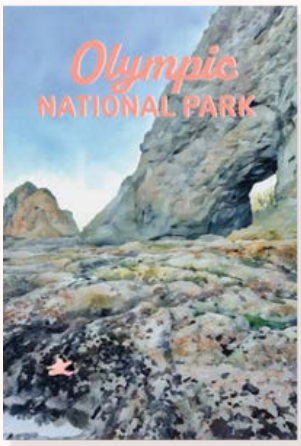
MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



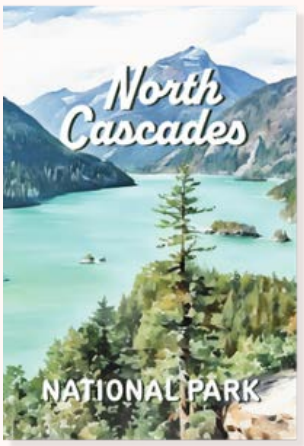
Acadia
SKU: PC-NPS-ACD



Mount Rainier
SKU: PC-NPS-RAN



Olympic
SKU: PC-NPS-OLY



North Cascades

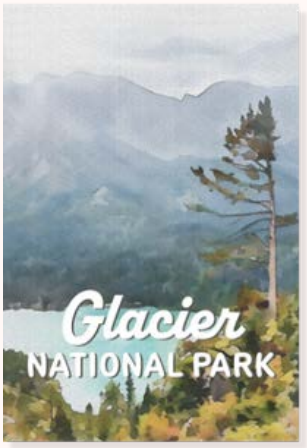
SKU: PC-NPS-NCA



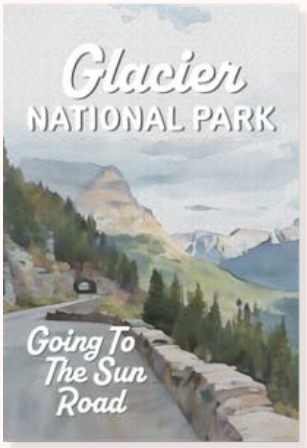
Seattle
SKU: PC-PNW-PPM

NATIONAL PARK POSTCARDS

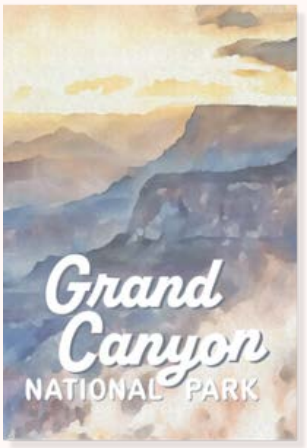
MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



Glacier
SKU: PC-NPS-GLA



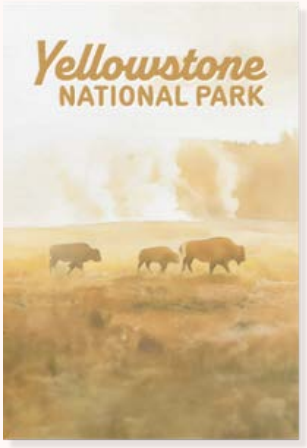
Glacier, Going To The Sun Road
SKU: PC-NPS-GSR



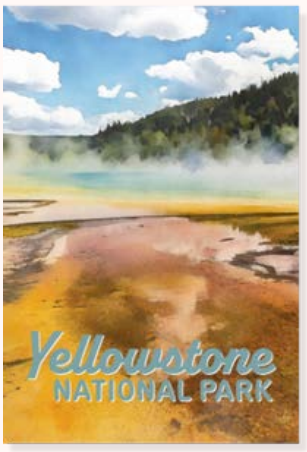
Grand Canyon
SKU: PC-NPS-GRC



Grand Tetons
SKU: PC-NPS-GRT



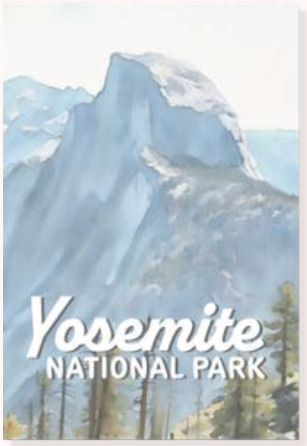
Yellowstone Bison
SKU: PC-NPS-BIS



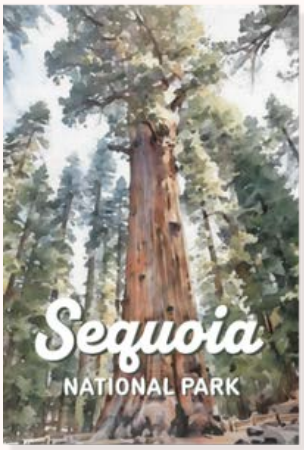
Yellowstone Bison
SKU: PC-NPS-YEL

NATIONAL PARK POSTCARDS

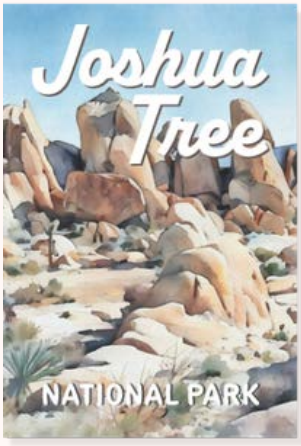
MSRP $3-4 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



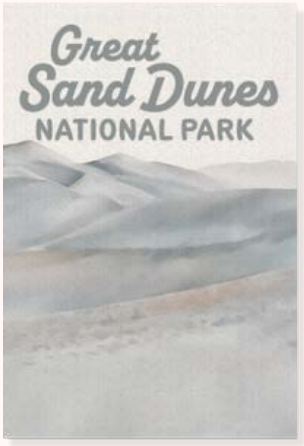
Yosemite
SKU: PC-NPS-YOS



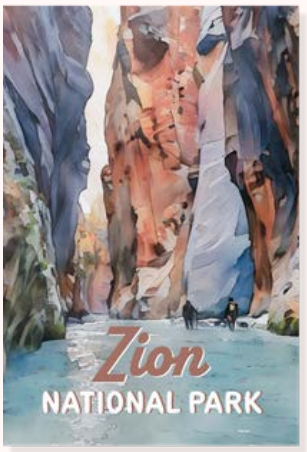
Sequoia
SKU: PC-NPS-SEQ



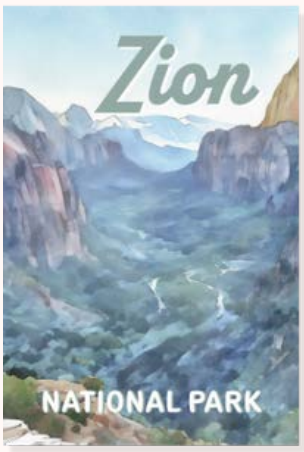
Joshua Tree
SKU: PC-NPS-JOS



Great Sand Dunes
SKU: PC-NPS-GSD



Zion Narrows
SKU: PC-NPS-ZIN



Zion Canyon Overlook
SKU: PC-NPS-ZIO

STICKERS

MSRP $3-3.5 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



Syracuse Orange
SKU: ST-SYR-ORG



Syracuse Orange Guy
SKU: ST-SYR-OGY



Undefeated Bridge
SKU: ST-SYR-UDB



Heart Of Syracuse Stamp
SKU: ST-SYR-HRT



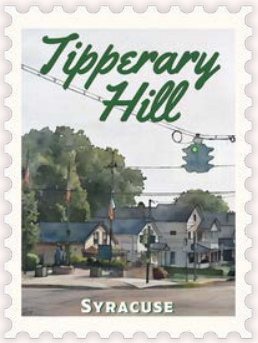
Orange Stamp
SKU: ST-SYR-ORS



Sweetheart Corner Stamp
SKU: ST-SYR-SHC



Strathmore Stamp
SKU: ST-SYR-STS



Tipp Hill Stamp
SKU: ST-SYR-THS



Tipp Hill Shamrock
SKU: ST-SYR-SHM

STICKERS

MSRP $3-3.5 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



Clinton Square Stamp

SKU: ST-SYR-CSS



NYS Fair Stamp

SKU: ST-SYR-NYF



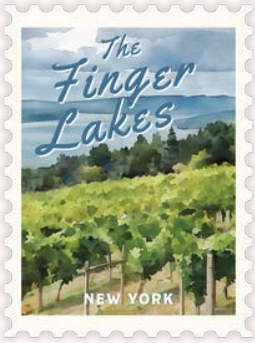
Manlius Stamp

SKU: ST-SYR-MAN



Skaneateles Lake Stamp

SKU: ST-NYS-SKL



Finger Lakes Stamp

SKU: ST-NYS-FLS



Don’t Stop Billievin

SKU: ST-NYS-BIL



Don’t Stop Beleivin

SKU: ST-NYS-DSB



I remember the 1900s

SKU: ST-GEN-REM

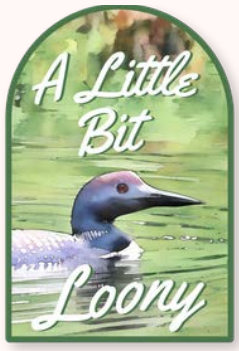


issUe not an iss-ME

SKU: ST-GEN-ISS

STICKERS

MSRP $3-3.5 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



Little Bit Loony
SKU: ST-NYS-LON



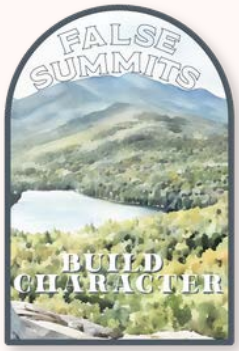
Leave Me A Loon
SKU: ST-NYS-LML



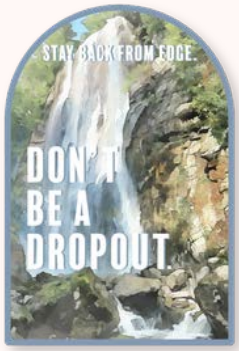
Adirondack Park
SKU: ST-ADK-PAR



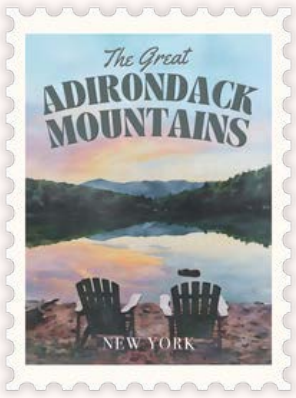
46 High Peaks
SKU: ST-ADK-HIP



False Summits
SKU: ST-ADK-FAL



Don’t Be A Dropout
SKU: ST-ADK-DRP



ADK Stamp
SKU: ST-ADK-STP



Black Flies
SKU: ST-ADK-BLK

Keene Pine Tree
SKU: ST-ADK-KEN

STICKERS

MSRP $3-3.5 | WSP $1.50 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!



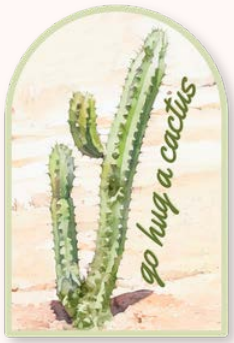
National Park
SKU: ST-NAT-PAR



PSPSPS
SKU: ST-NAT-PSP



Go Touch Grass
SKU: ST-ADK-GTG



Go Hug A Cactus
SKU: ST-NAT-CAC



Summerween Ghosts
SKU: ST-HAL-SMR



Church Ghosts
SKU: ST-HAL-CHR

MAGNETS

MSRP $8 | WSP $4 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!

Every Postcard Design Available as a Magnet!
The magnets shown below are just a selection of our bestselling designs.
Size and orientation may vary. (2x2in or 2x3in)



Syracuse Orange
SKU: MG-SYR-ORG



Syracuse Orange Guy
SKU: MG-SYR-OGY



Syracuse Orange Guy Blue
SKU: MG-SYR-OGB



Heart Of Syracuse
SKU: MG-SYR-HRT



Tipp Hill Shamrock
SKU: MG-SYR-SHM



Undefeated Bridge
SKU: MG-SYR-UND



Sweetheart Corner
SKU: MG-SYR-SHC



Strathmore
SKU: MG-SYR-STR



Manlius
SKU: MG-SYR-MAN

MAGNETS

MSRP $8 | WSP $4 Opening Order Minimum $50 Open Stock, Mix & Match All Designs!

Every Postcard Design Available as a Magnet!
The magnets shown below are just a selection of our bestselling designs.
Size and orientation may vary. (2x2in or 2x3in)



Marcellus
SKU: MG-SYR-MAR



Pompey
SKU: MG-SYR-POM



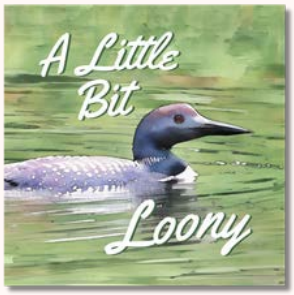
Otisco Lake
SKU: MG-NYS-OTI



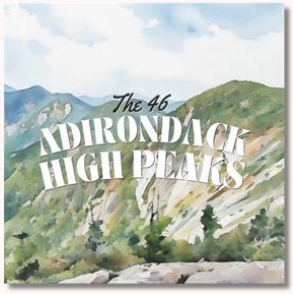
Finger Lakes
SKU: MG-NYS-FLX



Skaneateles
SKU: MG-NYS-SKN



Little Bit Loony
SKU: MG-NYS-LON



Adirondack High Peaks
SKU: MG-NYS-AHP



Entering ADK Park
SKU: MG-NYS-ADK



Don’t Stop Billievin
SKU: MG-NYS-BIL

HOW TO PLACE AN ORDER

EASY AS 1 2 3...

1

EXPLORE OUR CATALOG

2

EMAIL US

Email us directly at
Rachel@CallaghanCollective.com
to place your order.

CALL OR TEXT

Call or text us directly at
315-200-4033
to place your order.

Let me know what you're interested in, and I'll help you build the perfect assortment for your shop. An invoice will be sent through Square once your order is confirmed.

3

NEED HELP?

Contact me:
Rachel@CallaghanCollective.com
315-200-4033

Don't see your favorite local landmark? Let me know!
I'm always creating new postcard designs.



CALLAGHAN COLLECTIVE PRODUCT CATALOG

www.callaghancollective.com | Rachel@CallaghanCollective.com | 315-200-4033

@callaghancollective facebook.com/callaghancollective

SELECTED WITH SKANEATELES IN MIND

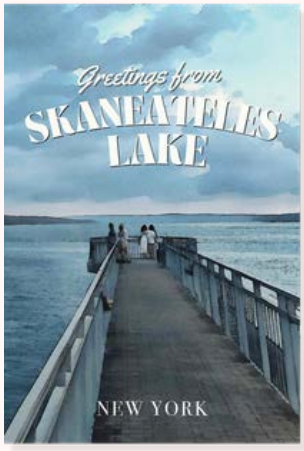
I've highlighted a small mix of designs that reflect the lake lifestyle and village charm your customers love. Consider it a starting point as you explore the full collection.



Postcard

Skan Summer

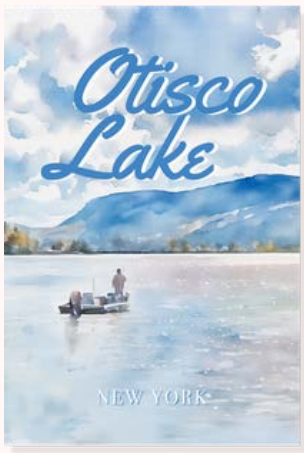
SKU: PC-SYR-SKS



Postcard

Skaneateles Pier

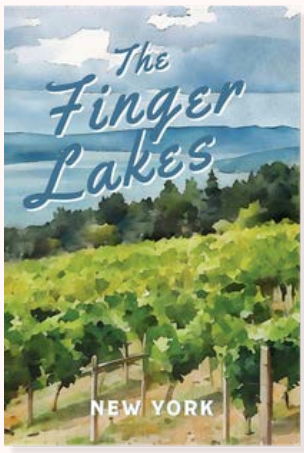
SKU: PC-SYR-SKP



Postcard

Otisco Lake

SKU: PC-SYR-OTI



Postcard

Finger Lakes

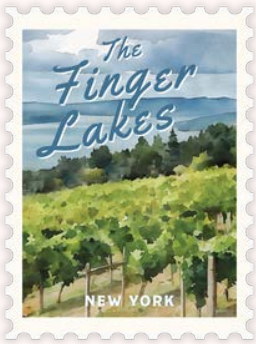
SKU: PC-NYS-FIN



Sticker

Skaneateles Lake

SKU: ST-NYS-SKL



Sticker

Finger Lake Stamp

SKU: ST-NYS-FLS

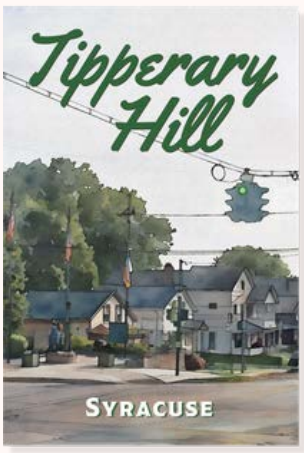
SELECTED WITH TIPP HILL IN MIND

I've highlighted a small mix of designs that showcase the iconic upside down traffic light and surrounding neighborhoods. Consider it a starting point as you explore the full collection.



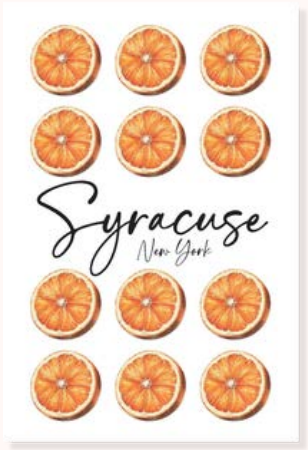
Tipp Hill Upsidedown

SKU: PC-SYR-THU



Tipp Hill

SKU: PC-SYR-TPH



Postcard

Syracuse Orange

SKU: PC-SYR-ORG



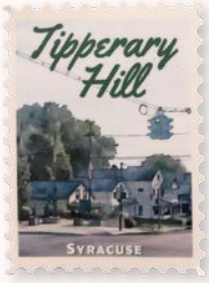
Postcard

Strathmore

SKU: PC-SYR-STR

Shamrock Tipp Hill

SKU: PC-SYR-SHM



Sticker

Tipp Hill Stamp

SKU: ST-SYR-THS



Sticker

Shamrock Tipp Hill

SKU: ST-SYR-SHM

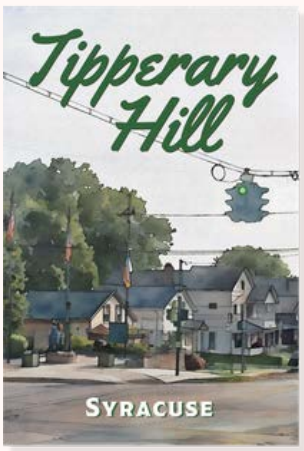
SELECTED WITH SYRACUSE UNIVERSITY IN MIND

A curated collection inspired by Syracuse University, featuring a selection of watercolor designs that capture the spirit, pride, and iconic scenes of the area. From campus landmarks to familiar views around the city, each piece is thoughtfully chosen to feel both meaningful and timeless.



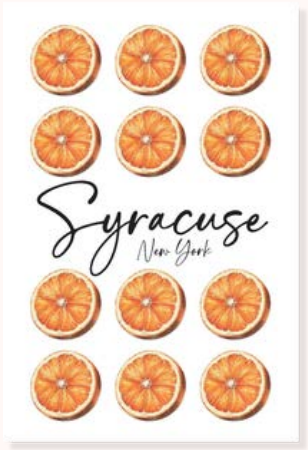
Tipp Hill Upsidedown

SKU: PC-SYR-THU



Tipp Hill

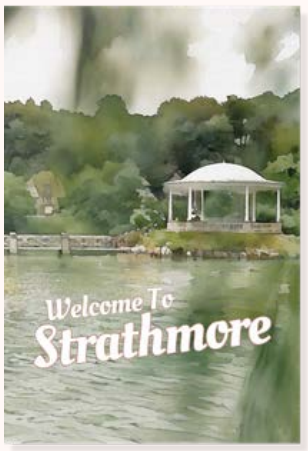
SKU: PC-SYR-TPH



Postcard

Syracuse Orange

SKU: PC-SYR-ORG



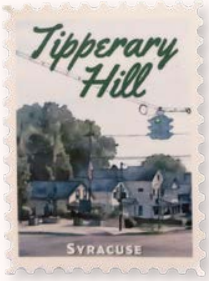
Postcard

Strathmore

SKU: PC-SYR-STR

Shamrock Tipp Hill

SKU: PC-SYR-SHM



Sticker

Tipp Hill Stamp

SKU: ST-SYR-THS



Sticker

Shamrock Tipp Hill

SKU: ST-SYR-SHM

CUSTOM POSTCARDS



Turn your business into a custom watercolor postcard!

Your customers will love these custom postcards of one of their favorite places, something they'll be excited to send, share, or keep. Thoughtfully designed to reflect what makes your space special, these pieces offer a unique, location-specific product they won't find anywhere else. Perfect for devoted customers who take pride in your business and want to send it to friends and family or keep it as a reminder of a place that matters to them. Also available as prints, magnets, and postcard blocks.

MSRP $5 | WSP $2

Custom postcards are priced separately from standard postcards. See pricing below.

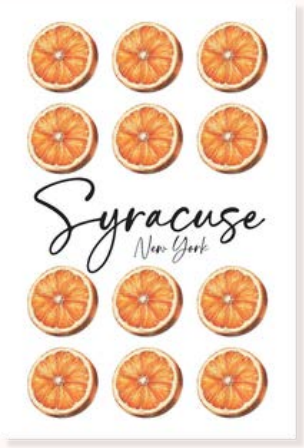
Custom branding options are available! Reach out for more information.

Custom Postcard Pricing

QTY	PRICE PER POSTCARD
100	1.35
250	1.85
500	1.70
1,000	1.55

POSTCARDS

A curated selection of best-selling designs to get you started. 4x6in on premium heavyweight cardstock. MSRP $4 | WSP $1.50*
*bulk pricing available reach out for details.



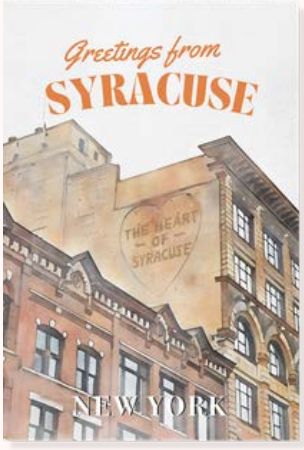
Syracuse Orange

SKU: PC-SYR-ORG



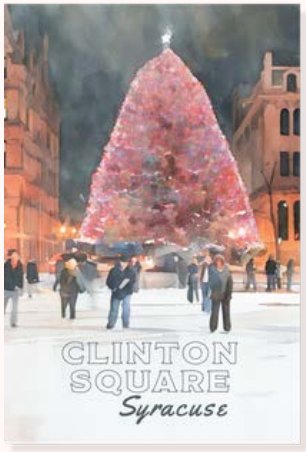
Orange Guy Blue

SKU: PC-SYR-OMB



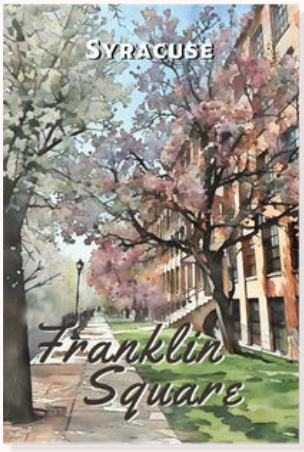
Heart of Syracuse

SKU: PC-SYR-HRT



Clinton Square

SKU: PC-SYR-CLS



Franklin Square

SKU: PC-SYR-FSQ



Tipp Hill

SKU: PC-SYR-TPH

100+ additional designs available, ask to see the full line sheet!

STICKERS

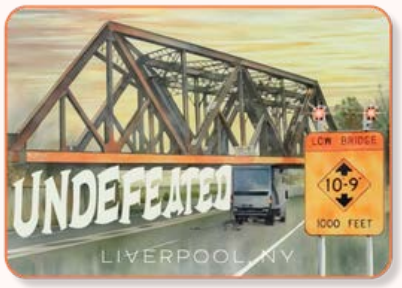
A curated selection of best-selling designs to get you started. Durable, waterproof vinyl with matte finish, 2.5 in. MSRP $3 | WSP $1.50*
*bulk pricing available reach out for details.



Syracuse Orange
SKU: ST-SYR-ORG



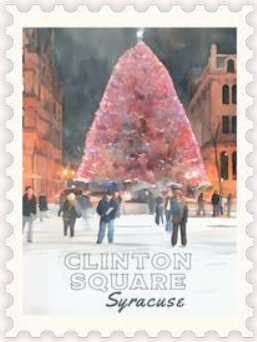
Syracuse Orange Guy
SKU: ST-SYR-OGY



Undefeated Bridge
SKU: ST-SYR-UDB



Heart Of Syracuse Stamp
SKU: ST-SYR-HRT



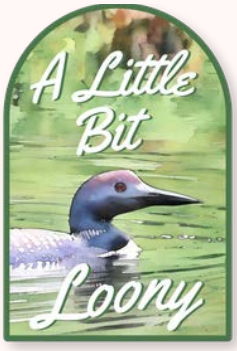
Clinton Square Stamp
SKU: ST-SYR-CSS



NYS Fair Stamp
SKU: ST-SYR-NYF



Strathmore Stamp
SKU: ST-SYR-STS



Little Bit Loony
SKU: ST-NYS-LON



Don’t Stop Billievin
SKU: ST-NYS-BIL

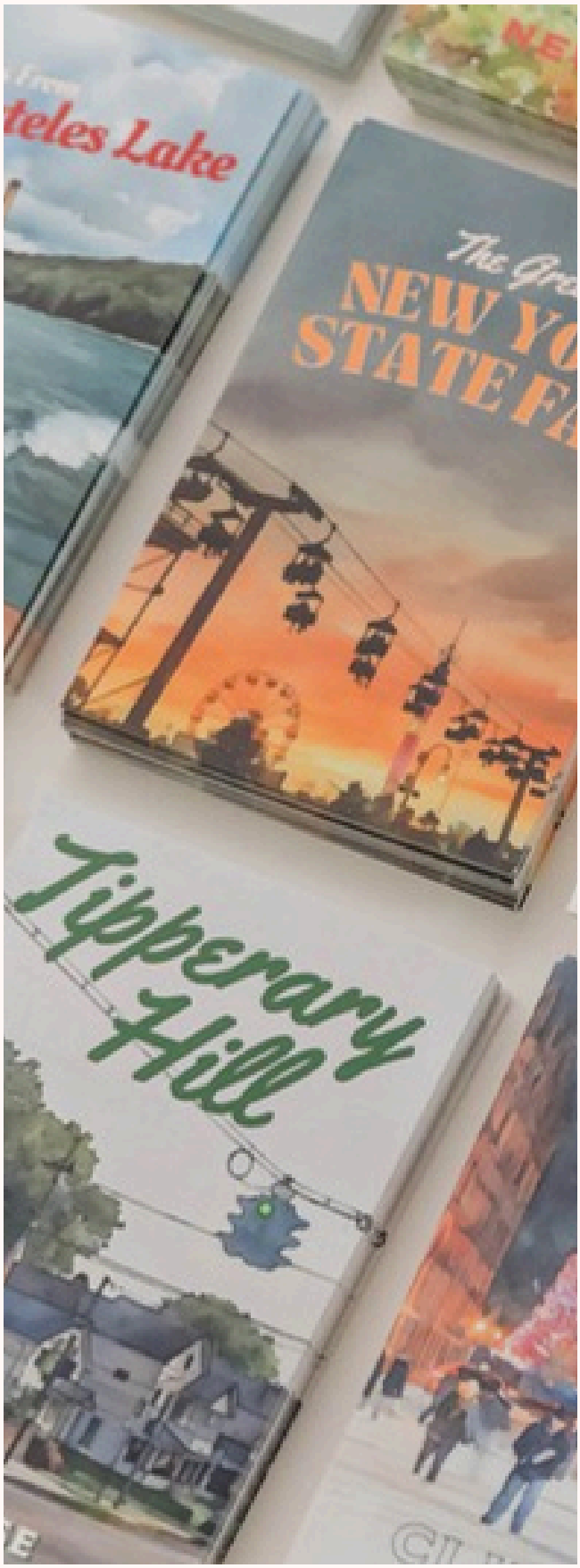
20+ additional designs available, ask to see the full line sheet!

Easy to Stock. Easy to Sell.

PRODUCT DETAILS

Postcards
4x6 premium cardstock with coated front + writable back
MSRP $4 | WSP $1.50*

Stickers
2.5in, Durable, waterproof vinyl with matte finish
MSRP $3 | WSP $1.50*
*Bulk pricing available, reach out for details



WHY SHOPS LOVE THEM

- Perfect grab-and-go items for checkout areas
- Local + meaningful designs customers connect with
- Mix + match ordering for easy merchandising
- Proven sellers in Syracuse-area shops

ORDERING DETAILS

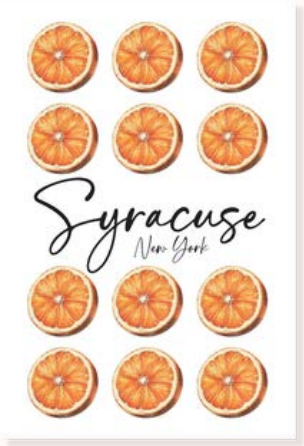
- Opening order minimum: $50
- Mix + match all designs
- Turnaround time: approx. 5–10 days
- Free local delivery available (Syracuse area)

WANT TO SEE MORE DESIGNS?

100+ additional designs are available and bulk pricing, just let me know and I'll send over the full line sheet!

POSTCARDS

A curated selection of best-selling designs to get you started. 4x6in on premium heavyweight cardstock. MSRP $4 | WSP $1.50, bulk pricing available reach out for details.



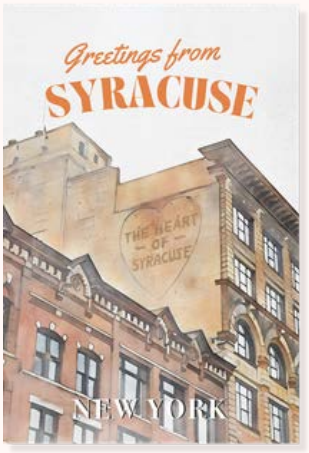
Syracuse Orange

SKU: PC-SYR-ORG



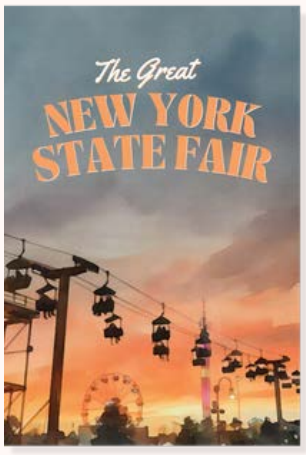
Orange Guy Blue

SKU: PC-SYR-OMB



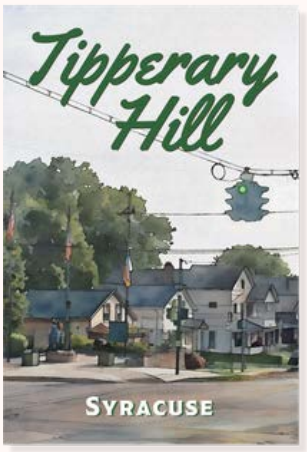
Heart of Syracuse

SKU: PC-SYR-HRT



NYS Fair

SKU: PC-SYR-NYSF



Tipp Hill

SKU: PC-SYR-TPH



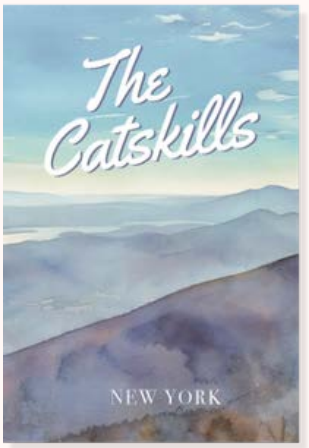
Sweetheart Corners

SKU: PC-SYR-SHC

100+ additional designs available, ask to see the full line sheet!

POSTCARDS

A curated selection of best-selling designs to get you started. 4x6in on premium heavyweight cardstock. MSRP $4 | WSP $1.50, bulk pricing available reach out for details.



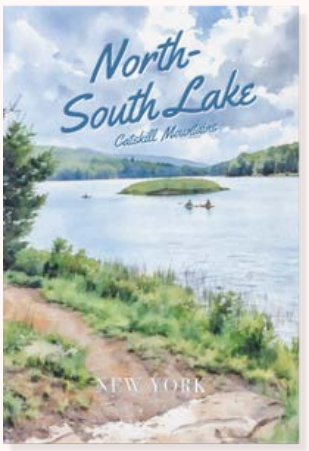
The Catskills

SKU: PC-CAT-MNT



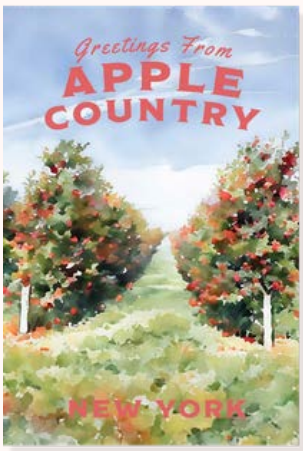
Kaaterskill Falls

SKU: PC-CAT-KAA



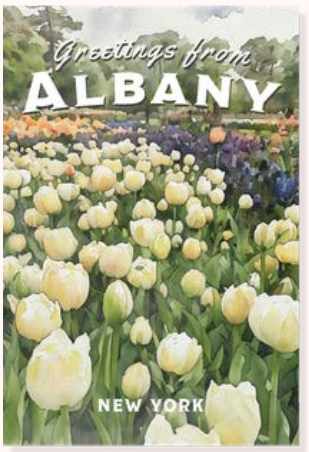
North-South Lake

SKU: PC-CAT-NSL



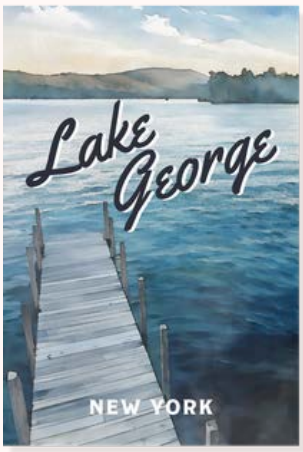
Apple Country

SKU: PC-NYS-APP



Albany

SKU: PC-NYS-ALB



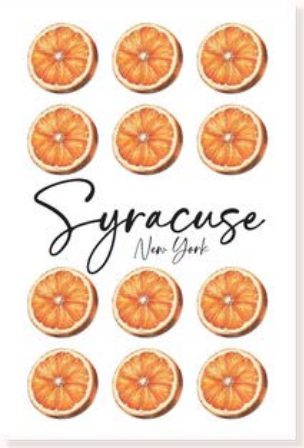
Lake George

SKU: PC-ADK-LKG

100+ additional designs available, ask to see the full line sheet!

POSTCARDS

A curated selection of best-selling designs to get you started. 4x6in on premium heavyweight cardstock. MSRP $4 | WSP $1.50*
*bulk pricing available reach out for details.



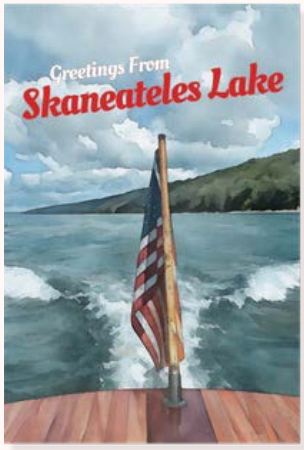
Syracuse Orange

SKU: PC-SYR-ORG



Orange Guy Blue

SKU: PC-SYR-OMB



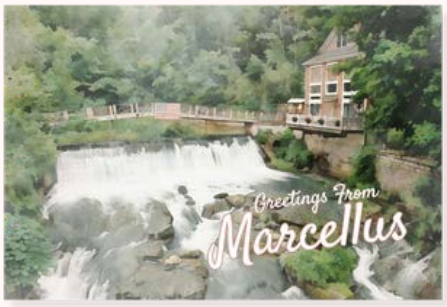
Skaneateles Lake

SKU: PC-SYR-SKL



Tipp Hill

SKU: PC-SYR-TPH



Marcellus

SKU: PC-SYR-MAR



Camillus

SKU: PC-SYR-CAM

100+ additional designs available, ask to see the full line sheet!

POSTCARDS

A curated selection of best-selling designs to get you started. 4x6in on premium heavyweight cardstock. MSRP $4 | WSP $1.50*
*bulk pricing available reach out for details.



Orange Guy Blue

SKU: PC-SYR-OMB



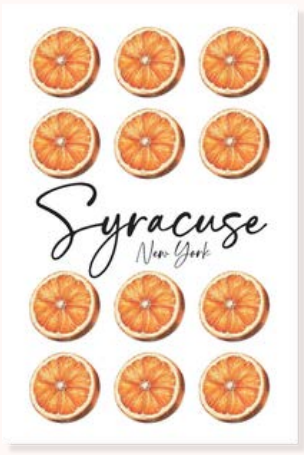
Orange Guy Orange

SKU: PC-SYR-OMO



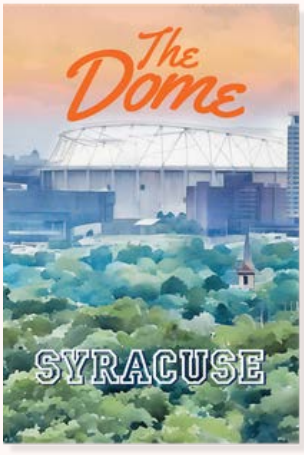
Orange You Glad

SKU: PC-SYR-OYG



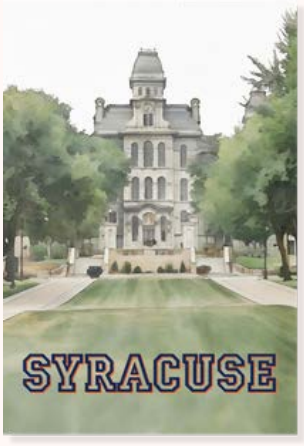
Syracuse Orange

SKU: PC-SYR-ORG



The Dome

SKU: PC-SYR-DOM



Syracuse Campus

SKU: PC-SYR-CMP

100+ additional designs available, ask to see the full line sheet!

STICKERS

A curated selection of best-selling designs to get you started. Durable, waterproof vinyl with matte finish, 2.5 in. MSRP $3 | WSP $1.50*
*bulk pricing available reach out for details.



Syracuse Orange
SKU: ST-SYR-ORG



Syracuse Orange Guy
SKU: ST-SYR-OGY



Orange Stamp
SKU: ST-SYR-ORS



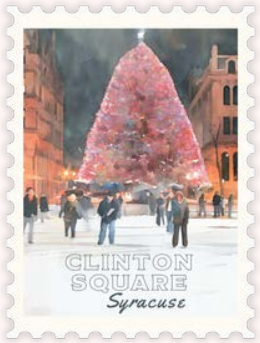
Undefeated Bridge
SKU: ST-SYR-UDB



NYS Fair Stamp
SKU: ST-SYR-NYF



Heart Of Syracuse Stamp
SKU: ST-SYR-HRT



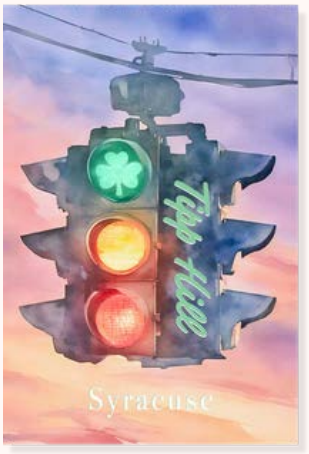
Clinton Square Stamp
SKU: ST-SYR-CSS



Don’t Stop Billievin
SKU: ST-NYS-BIL

20+ additional designs available, ask to see the full line sheet!

NEW! POSTCARDS



Tipp Hill Shamrock
SKU: PC-SYR-SHM

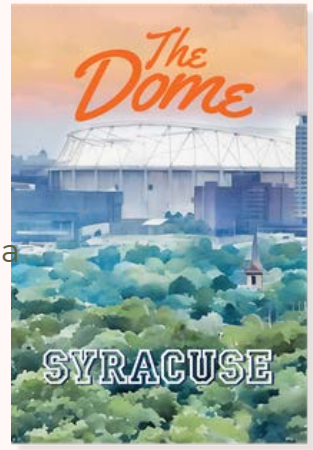


Hey-Ey-Ey-Ey
SKU: PC-NYS-HEY



Carousel
SKU: PC-SYR-CAR

cayuga



The Dome
SKU: PC-SYR-DOM



Undefeated Bridge
SKU: PC-SYR-UDB



Park Street Bridge
SKU: PC-SYR-PAR

100+ additional designs available, ask to see the full line sheet!

SPOOKY SEASON

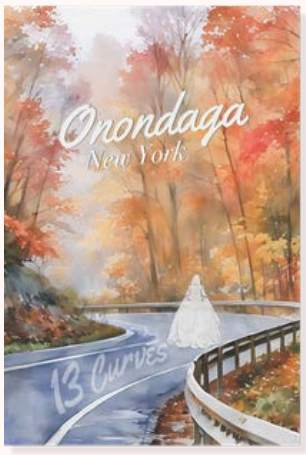
POSTCARDS



Summerween Ghosts
SKU: PC-HAL-SMR



Church Ghosts
SKU: PC-HAL-CHR



13 Curves
SKU: PC-SYR-CUR

MAGNETS



Summerween Ghosts
SKU: MG-HAL-SMR



Church Ghosts
SKU: MG-HAL-CHR

STICKERS



Summerween Ghosts
SKU: ST-HAL-SMR



Church Ghosts
SKU: ST-HAL-CHR

MINI FRAME ORNAMENTS

Vintage-inspired gold frame ornaments showcasing miniature postcard artwork, 2.5x3.5 in MSRP $18 | WSP $9



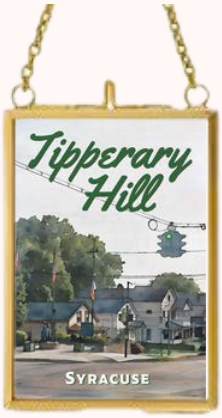
Syracuse Orange
SKU: OR-SYR-ORG



Clinton Square
SKU: OR-SYR-CLN



Tipp Hill Light
SKU: OR-SYR-CLN



Tipperary Hill
SKU: OR-SYR-TIP



Sweetheart Corners
SKU: OR-SYR-SWT



Undefeated
SKU: OR-SYR-UND

POSTCARD BLOCKS



Double-Sided! 4x6in Wood Block

Two 4x6” postcards displayed on each side of a white wooden block. Printed on premium cardstock with a matte coating to protect and enhance the artwork. Designs can be mixed and matched, with best selling combos shown below, but any postcard combo is available! A simple, elevated display piece perfect for shelves, desks, and office spaces.

MSRP $14 | WSP $7

Minimum order: 5 blocks



Back Front

Syracuse Orange Guy



Back Front

Syracuse Orange Love



Back Front

Tipperary Hill



Back Front

Parkway & Park Street Bridge



Back Front

Skaneateles



Back Front

The Adirondack Mountains

Mix and Match ANY Postcards! 100% Customizable

POSTCARD BLOCKS



Double-Sided! 4x6in Wood Block

Two 4x6” postcards displayed on each side of a white wooden block. Printed on premium cardstock with a matte coating to protect and enhance the artwork. Designs can be mixed and matched, with best selling combos shown below, but any postcard combo is available! A simple, elevated display piece perfect for shelves, desks, and office spaces.

MSRP $14 | WSP $7

Minimum order: 5 blocks



Syracuse Orange Guy



Syracuse Orange Love



Tipperary Hill



Skaneateles



The Finger Lakes



The Adirondack Mountains

Mix and Match ANY Postcards! 100% Customizable

FINE ART PRINTS



8x10in Print Matted to 11x14

Printed on premium textured fine art paper with rich color and detail, each 8x10 print is professionally matted to 11x14 for a clean, ready-to-frame presentation. Designs can be mixed and matched to suit your space, making them a versatile, higher-value addition to wall displays and gift sections. Best sellers are shown below, with an extended collection of over 200 additional designs of Syracuse, the Adirondacks, Finger Lakes, and New York State available upon request.

MSRP $24 | WSP $12
Minimum order: 6 prints (mix and match designs)
Fits an 11x14in Frame



Syracuse Orange
SKU: PR-SYR-ORG



Syracuse Orange Multi
SKU: PR-SYR-OMU



Skaneateles Lake
SKU: PR-SYR-OMU



Finger Lakes
SKU: PR-NYS-FLX



ADK Sunset
SKU: PR-NYS-ADK



Watkins Glen
SKU: PR-NYS-WAT

FINE ART PRINTS

8x10in fine art print on texured paper, matted to 11x14in MSRP $24 | WSP $12



Manlius Swan
SKU: PR-SYR-SWN



Green Lakes
SKU: PR-SYR-GRL



Jamesville
SKU: PR-SYR-JAM



Apples
SKU: PR-SYR-APP



Lavendar Chair
SKU: PR-NYS-LAV



Lavendar Farm
SKU: PR-SYR-LVF

FINE ART PRINTS

8x10in fine art print on texured paper, matted to 11x14in MSRP $24 | WSP $12



Tully Barn
SKU: PR-SYR-TUL



Sunflower Field
SKU: PR-SYR-SUN



Country Field
SKU: PR-SYR-FLD



Loons
SKU: PR-NYS-LON



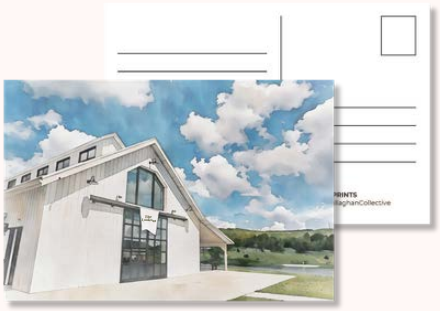
Whiteface
SKU: PR-NYS-WHF



Adirondack River
SKU: PR-NYS-ADR

CUSTOM VENUE POSTCARDS







Leave couples with a lasting reminder of where their story began.

A watercolor postcard of the place where they said yes, a keepsake designed exclusively for your venue.

These aren't souvenir-stand postcards. Every detail, from the artwork to the paper weight, is intentional. Each design captures the character and beauty of your property in a way that feels personal, elevated, and genuinely frame-worthy. A thoughtful touch to say thank you to a couple.

Product Details
Premium 4x6 watercolor postcards printed on thick, high-quality cardstock.

Choose a watercolor edge or full bleed design, with your venue name or a custom saying on the front.

Back Customization
The back can be customized with your logo, website, social handles, QR code, or a personal message from your venue. All postcards within an order share the same back design. Envelopes not included.

Also Available As
Thank you note cards with envelopes, matted watercolor prints, magnets, and stickers.

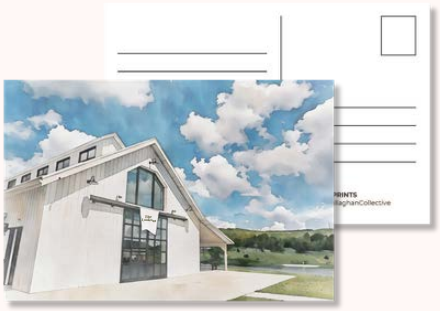
Custom Postcard Pricing

QTY	PRICE PER POSTCARD
50	1.75
100	1.60
250	1.50
500	1.45
1,000	1.40

Callaghan Collective | TheCallaghanCollective@gmail.com | 315.200.4033

CUSTOM POSTCARDS







Leave customers, members, and guests with a lasting reminder of their experience.

A custom watercolor postcard featuring your business, location, or brand, designed exclusively for you.

These aren't souvenir-stand postcards. Every detail, from the artwork to the paper weight, is intentional. Each design captures the character and personality of your business in a way that feels personal, elevated, and genuinely frame-worthy.

Perfect as thank you cards, event keepsakes, customer appreciation gifts, or retail merchandise.

Product Details
Premium 4x6 watercolor postcards printed on thick, high-quality cardstock.

Choose a watercolor-edge or full-bleed design.

Back Customization
The back can be customized with your logo, website, social media handles, QR code, contact information, or a personalized message. All postcards within an order share the same back design. Envelopes not included.

Also Available As
Thank you note cards with envelopes, matted watercolor prints, magnets, stickers, and other custom branded merchandise.

Custom Postcard Pricing

QTY	PRICE PER POSTCARD
50	1.75
100	1.60
250	1.50
500	1.45
1,000	1.40

CUSTOM NOTECARDS



A little something they will hold onto long after the celebration ends.

A watercolor notecard of the place where they said yes, designed exclusively for your venue and made to feel like the keepsake it is.

These aren't generic thank you cards. Every detail is intentional, from the watercolor artwork of your venue to the thick, quality cardstock it's printed on. The front is something couples will genuinely want to display. The inside gives you space to write them a personalized thank you message. A thoughtful touch couples will actually hold onto.



Product Details
Premium 4.13" x 5.83" watercolor notecards printed on thick, cardstock with a satin finish. Each design features digital watercolor artwork created exclusively for your venue. White envelopes included.

Choose a watercolor edge or full bleed design, with your venue name or a custom saying on the front.

Also Available As
Postcards, matted watercolor prints, magnets, and stickers.

Custom Notecard Pricing

QTY	PRICE PER NOTECARD
50	2.75
100	2.60
250	2.50
500	2.45
1,000	2.40

FINE ART PRINTS



8x10in Print Matted to 11x14

Printed on premium textured fine art paper with rich color and detail, each 8x10 print is professionally matted to 11x14 for a clean, ready-to-frame presentation. Designs can be mixed and matched to suit your space, making them a versatile, higher-value addition to wall displays and gift sections. Best sellers are shown below, with an extended collection of over 200 additional designs of Syracuse, the Adirondacks, Finger Lakes, and New York State available upon request.

MSRP $24 | WSP $12
Minimum order: 10 prints (mix and match designs)
Fits an 11x14in Frame



Syracuse Orange
SKU: PR-SYR-ORG



Syracuse Orange Multi
SKU: PR-SYR-OMU



Skaneateles Lake
SKU: PR-SYR-OMU



Finger Lakes
SKU: PR-SYR-FLX



ADK Sunset
SKU: ST-SYR-SHC



Upper Onondga Park
SKU: PR-SYR-UOP