ADVERTISING DISCS AND LIDS TO RECEIVE ADVERTISING DISCS

Abstract:

The invention relates to lids for containers, such as disposable beverage containers, which are adapted to receive and hold without adhesive advertising or promotional material. Lids according to the invention include a receptacle with a floor and an inner side wall; wherein the receptacle is capable of receiving the advertising or promotional disc, and the inner side wall of the receptacle is capable of holding the disc in the receptacle. The invention also encompasses an advertising or promotional disc and disposable container lid combination, and a method of providing advertising or promotional media to a consumer.

(FIG. 7)