



#1900  
12-SUBJECT APPOINTMENT

# Scenic Treasures

This advertising calendar features 12 beautiful photographs from our exquisite national landscape showcasing scenic treasures from around the country. A right-sized wall calendar with memo squares makes this advertising vehicle a welcome addition for office use or planning family activities at home.



**INDIVIDUAL PERSONALIZATION**

Tru Art can print each of your customers' names in your ad space. This virtually guarantees your calendar will command the most important space on your customers' walls.

OPEN: 10<sup>7</sup>/<sub>8</sub>"x19"  
CLOSED: 10<sup>7</sup>/<sub>8</sub>"x10<sup>1</sup>/<sub>2</sub>"

**GENERAL INFORMATION & OPTIONAL EXTRAS FOR #1900**

**AD COPY:** 10" x 1 1/2", 5 lines of copy  
**COLOR:** Calendar: as shown; Ad: black  
**CALENDAR PAD:** Daily Memo  
**COMBINED QUANTITY PRICING:**  
Is available; see page 92 for details.  
**EXTRA IMPRINT COLOR:** \$19.50 (G)  
set-up plus \$0.10 (G) each running charge, (1 additional color maximum)

**FULL COLOR IMPRINT:** \$40.00 (G)  
set-up plus \$0.22 (G) each running.  
**PACKAGING:** Envelopes, calendars inserted \$0.22 (G) each; Envelopes and chipboard protectors, calendars inserted \$0.30 (G) each.  
**SHIPPING:** Approx. 29 lbs. per 100.



Special features for products on these two pages.

For information regarding them see page 92.



**PRODUCT PRICING FOR #1900**

Quantity	100	250	500	750	1000	2500	5000
price each before 5/31/2010	2.76	2.59	2.41	2.28	2.00	1.83	1.75
price each after 5/31/2010	3.07	2.88	2.68	2.53	2.22	2.03	1.94

For additional options, general information & art requirements see pages 92-96.

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