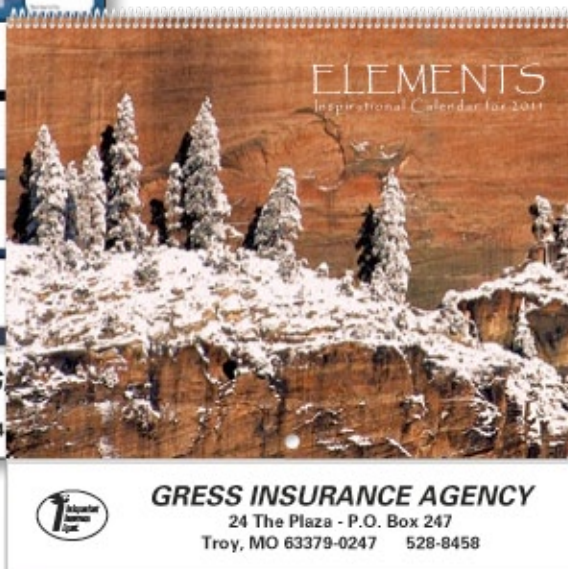
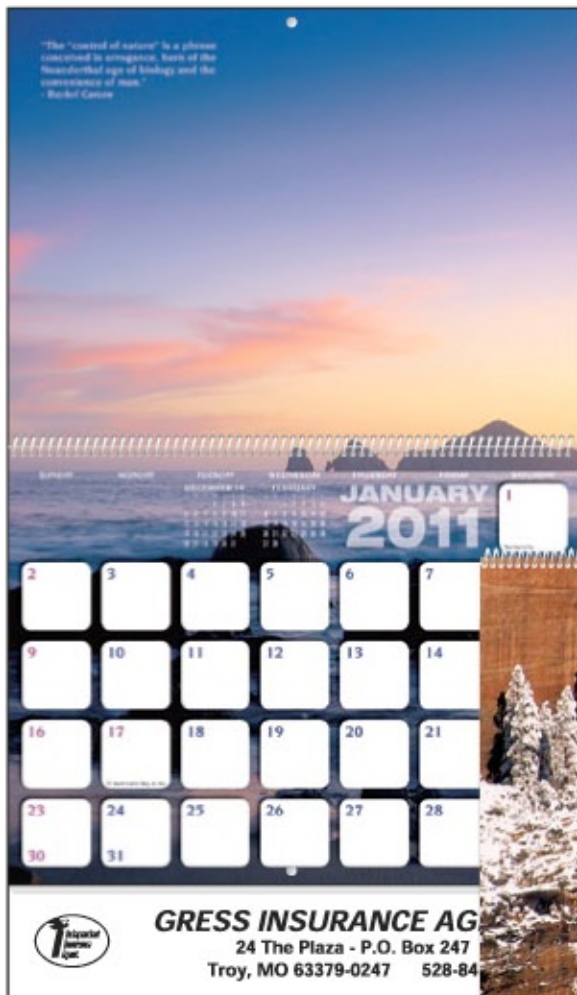
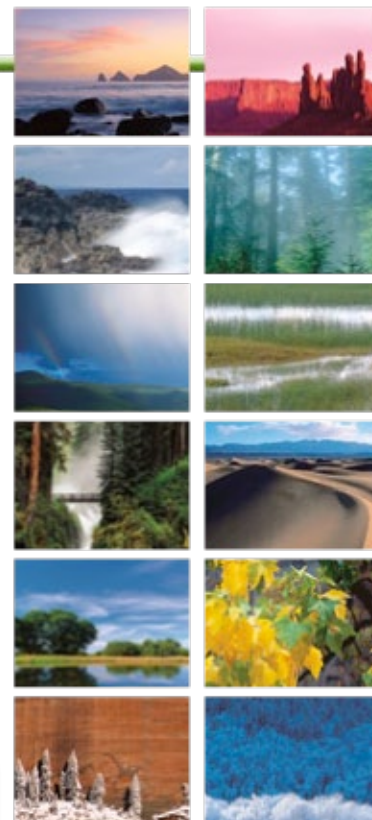


#1955

12-SUBJECT APPOINTMENT

Elements

An inspirational calendar with an appreciation for the wonders of the world we live in and the lives we lead. Vivid natural, yet colorful, views and vistas become the eye-candy that will insure display of your message. *Elements* is the perfect calendar for advertisers looking for a contemporary, upscale audience.



OPEN: 10⁷/₈" x 19"
CLOSED: 10⁷/₈" x 10¹/₂"

FULL
COLOR
PHOTO IN AD

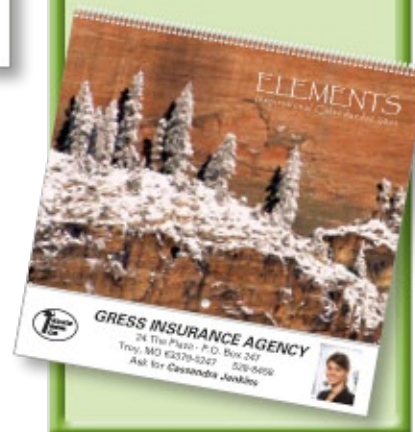


Adding a full color photo to your ad is a great way to get you noticed. Tru Art's Short-Run Offset technology brings the price within anyone's budget. See pricing below and picture requirements on page 94.

GENERAL INFORMATION & OPTIONAL EXTRAS FOR #1955

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 #1955

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.

4A3B