

#1938

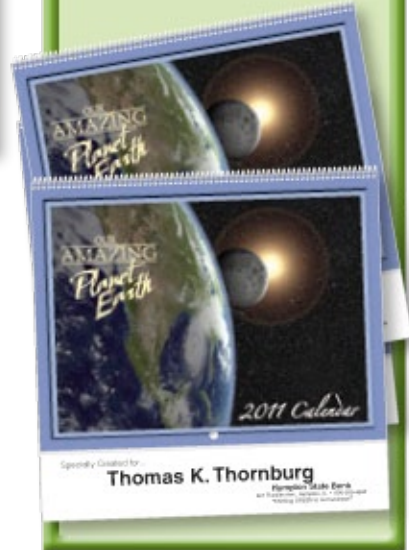
12-SUBJECT APPOINTMENT

Amazing Planet Earth

Our planet Earth is truly an amazing place. The need to protect the environment is fast becoming a fundamental necessity. Using the Amazing Planet Earth calendar to promote your business demonstrates your support of environmental standards in the paper you use and the products you choose.



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.



GENERAL INFORMATION & OPTIONAL EXTRAS FOR #1938

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 #1938

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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