



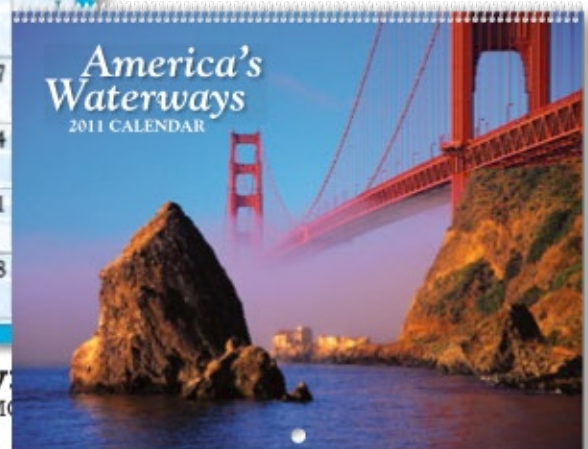
#1924

12-SUBJECT APPOINTMENT



# America's Waterways

Illustrating America's beautiful beaches, lakes, rivers and waterways, the calendar subject matter is general enough for any business. Yet it is specific enough that any company specializing in water related activities, such as boat manufacturing, fishing equipment, travel, etc, will find it irresistible. Maps illustrate where the photos were taken.



**Fiesta Boat Sales & Service**  
1167 Elm Street, Lake of the Ozarks, MO  
Phone: 578-555-7745

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

### ADD CATALOG PAGES

Tru Art can add extra sheets to your calendar. If you have product you want to promote we can add them along with your pricing. The calendar performs another purpose as a catalog. See catalog page 95.



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### GENERAL INFORMATION & OPTIONAL EXTRAS FOR #1924

**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 #1924

| 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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