

#1985

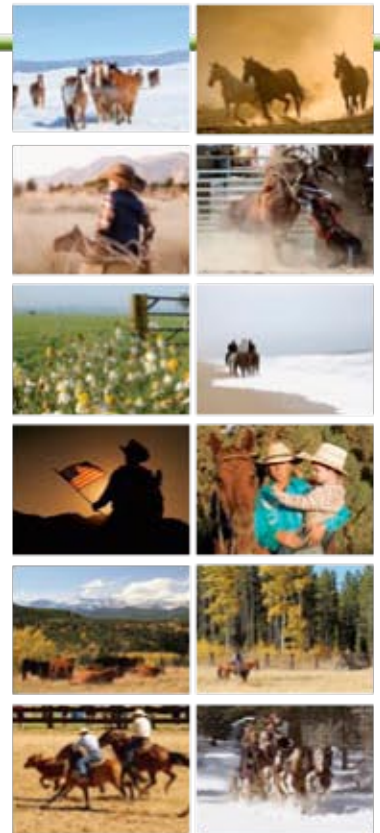
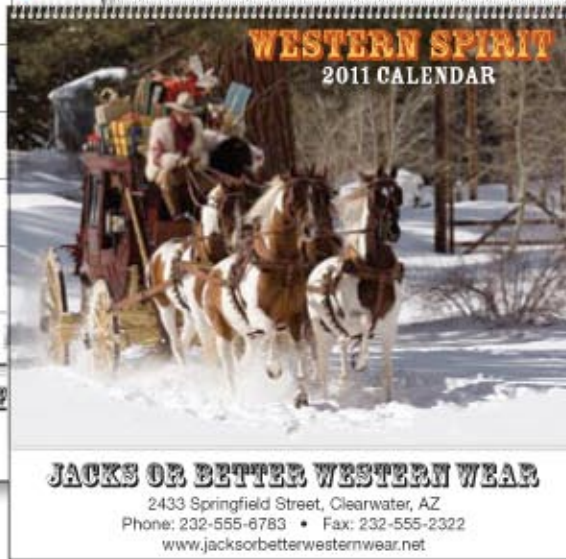
12-SUBJECT APPOINTMENT

Western Spirit

You're transported to a rancher's life as you flip through the months of this western-themed calendar. If you expect your promotional investment to help lasso in some new business, this is the appointment calendar you can be proud to distribute.



#1985 includes a year-in-view® on each sheet. See page 92 for more information.



Tru Art can put your own custom cover on one of our stock calendars. This will make the calendar truly yours.

For pricing use the Add-A-Page pricing on page 95. Use the pricing for one sheet printed two sides, 4-color process on one side (for the January photograph) with the number of colors you want on the front of the cover (for the custom side of your cover).



GENERAL INFORMATION & OPTIONAL EXTRAS FOR #1985

AD COPY: 10" x 1½", 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 #1985

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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