

#1250 APPOINTMENT



# Cowpokes

by Ace Reid

Ace Reid the World's Greatest Cowboy Cartoonist, Author and Humorist relates to his audiences with pen and ink, the way Will Rogers did on stage.

Ace was no stranger to hard times. Born and raised during the depths of the depression, Ace's cartoons often offer a lighter side of life during hard times.



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

## #1250 GENERAL INFORMATION

- **Construction:** 12 pad/picture sheets of 70 lb. ivory text stock plus a front and a back cover spiral bound with a hole for hanging.
- **Ad Copy Area:** 10" x 1<sup>1</sup>/<sub>2</sub>"; 5-lines of copy on back cover.
- **Calendar Color:** As Shown.
- **Ad Copy Color:** PMS 161 Brown
- **Shipping Weight:** Approximately 290 lbs. per 1000.
- **Combined Quantity Pricing:** A 5% discount is allowed off the total net price for orders of differing Cowpokes styles using the same imprint (copy, layout & color).

## ACCESSORIES & OPTIONAL EXTRAS FOR #1000, #1250 & #1500

- ENVELOPES:** (#1500: not available)  
 #1250 & #1000: calendars inserted: ..... each 22¢ (G)  
 #1250: (with chipboard protectors), both inserted ... each 30¢ (G)  
**EXTRA LINES OF COPY:** ..... each \$2.50 (G)  
**PULL-STRING WRAPPERS:** (#1250 & #1000: not available)  
 #1500: calendars inserted: ..... each 24¢ (G)  
**HARD TUBES:** (#1250 & #1000: not available)  
 #1500: calendars inserted: ..... each 52¢ (G)  
**ADDITIONAL IMPRINT COLOR:** (maximum 1 additional)  
 #1250: ..... \$19.50 (G) set-up plus 10¢ (G) each running  
 #1000: ..... \$24.00 (G) set-up plus 14¢ (G) each running  
 #1500: ..... \$35.00 (G) set-up plus 18¢ (G) each running  
**SMALL HALFTONE PHOTO:** ..... \$18.00 (G) set-up

- SPECIAL IMPRINT COLOR MATCH:**  
 #1250: ..... each \$24.00 (G)  
 #1000 & #1500: ..... each \$32.00 (G)  
**OTHER AVAILABLE STANDARD IMPRINT COLOR:**  
 873 Gold, 185 Red, 464 Brown, 202 Maroon, 021 Orange, 347 Green, 286 Blue, 281 Blue & Process Blue  
 #1250: ..... each \$15.00 (G)  
 #1000 & #1500: ..... not available  
**LESS THAN MINIMUM:** (Absolute minimum: 50 pieces)  
 #1000 & #1250: ..... \$30.00 (G)  
 #1500: ..... \$48.00 (G)  
 December top sheet (13th sheet) ..... Not available  
 Ghost overprint & Date block overprints ..... Not available



## PRODUCT PRICING FOR #1250

Quantity	100	250	500	750	1000	2500	5000
price each before 5/31/2010	3.20	3.03	2.89	2.79	2.47	2.27	2.19
price each after 5/31/2010	3.56	3.37	3.21	3.10	2.74	2.52	2.43

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

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