

## ADD A MAP TO YOUR CALENDAR ADVERTISING COPY!

For an additional set-up charge you may add a map to the imprint copy for any custom, Year-In-View®, apron, or appointment-style calendar in the Tru Art Catalog.

Simply add the following cost to the total cost of your order:

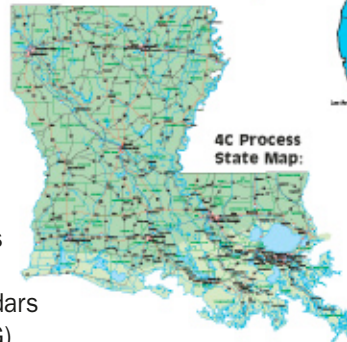
For stock art on file:

Added cost to a 1- or 2-color imprint: Small calendars (12"x18" or less) \$40.00 (G); Larger sizes: \$65.00 (G)

Added cost to a 4-color process imprint: Small calendars (12"x18" or less) \$60.00 (G); Larger sizes: \$180.00 (G)  
(Note: Colors in the map must correspond to the colors listed for the product imprint. Send requests to the factory for art on file.)

Map art is available on a custom quote basis. The factory will develop your art based on a rate of \$48.00 (G) per hour.

### Some Examples:



4C Process State Map:



Spot Color Regional Map:



State Highway Map:

Note: Maps are based on databases developed by the U.S. Government.

Tru Art is not responsible for inaccurate information.

## - CUSTOMIZING TRU ART STOCK MAPS -

Maps offer a unique opportunity to tell a story graphically, motivationally, and intelligently. The pairing of a functional calendar with a vivid United States, World, State, or Custom map will assure that the advertising message is prominently displayed all year long.

Add value-packed features designed to convey much more than simply a business name and address. After all, every firm is unique. Use these easy ways to ensure that the promotional message is just as distinctive:

Customized map with overprints to indicate intrastate testing and regulatory facilities.

- Draw extra attention to special services or opportunities by including a custom top sheet.
- Highlight specific areas on the map to pinpoint precise location(s) or coverage area.
- Add an order form or reply card to facilitate immediate responses.
- Offer a more comprehensive message with additional copy and graphics around, and even beneath, the calendar pad.
- Package the calendars in a sturdy tube to enhance their gift-appeal.
- Add extra colors or a halftone photo to the imprint area for extra impact.



Add spot overprints or graphical areas on maps to make it easy for customers to locate distribution facilities or areas of coverage fast.

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