

TRU ART



Idea Starter



Two or more advertisers can share the cost and benefits of Sports Schedule sponsorship. See pricing on page 63.

#5630A Home-Style Sports Schedule



FULL APRON - SIZE: 9 1/4" x 14 3/4"

#5627A Standard Sports Schedule



FULL APRON - SIZE: 14 1/2" x 25 1/2"

GENERAL INFORMATION FOR 5627A & 5630A

- **Construction:** 2 sheets of gloss enamel stock with 1 schedule printed per sheet (2 schedules total) with a stock border color, tinned at top with a plastic loop for hanging, with a 13-month academic year pad (from August 1 to August 31) attached.
- **Ad Copy Area:** 5627A: 12 1/2" x 2 5/8"; 5630A: 8" x 1 5/8".
- **Calendar Color:** Red & black pad.
- **Schedule & Ad Copy Color:** 1 PMS color.
- **Pad Design:** 5627A: "A" pad; 5630A: #30 pad.
- **Approximate Shipping Weight:** 5627A: 280 lbs. per 1000; 5630A: 144 lbs. per 1000.

NOTE: For Stock Border Colors, Optional Imprint Colors and Sponsor & Schedule Options for 5630A & 5627A, see page 63.

OPTIONAL EXTRAS FOR CALENDARS ON PAGES 62 & 63

Calendars rolled in bundles of 25	N/C	Multiple sponsor information shown on page 63.
Pull-string wrappers calendars inserted		Change of copy: Must be sold as separate orders.
..... (mailing not recommended) each 24¢ (G)		Halftone photos, ghost overprinting and
Hard tubes, calendars inserted	each 46¢ (G)	date block overprints
		not available

Special features for products on these two pages.

For information regarding them see page 92.



PRODUCT PRICING FOR #5630A & #5627A

	Quantity	100	150	200	250	300	500	750	1000	2500	5000
#5630A	price each before 5/31/2010	4.61	4.09	3.80	3.61	3.48	2.89	2.73	2.63	2.23	1.96
	price each after 5/31/2010	5.12	4.54	4.22	4.01	3.87	3.21	3.03	2.92	2.48	2.18
#5627A	price each before 5/31/2010	6.13	5.46	5.09	4.86	4.70	3.93	3.63	3.42	2.77	2.44
	price each after 5/31/2010	6.81	6.07	5.66	5.40	5.22	4.37	4.03	3.80	3.08	2.71

5B3CDE

5B3CDE

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

IMPORTANT: Your order is not complete unless Stock Border Colors & Imprint Colors are specified.
See Stock and Custom Color Options below.

Large
Sports Schedule
#5625A SINGLE TOP SHEET
#5626A DOUBLE TOP SHEET

5625A, 5626A, 5627A, 5628A, 5630A & 5631A INFORMATION

STOCK BORDER COLORS

- Calendar Red
- Navy Blue (PMS 281)
- Royal (PMS 286)
- Maroon (PMS 202)
- Orange (PMS 021)
- Kelly Green (PMS 347)

Gold (PMS 873) request sample

NOTE: The colors shown above are screen build approximations of the PMS colors listed. The actual finished product may vary slightly in color. Please request samples as needed.

COLORS: Price include 1 stock border color & black imprint for copy & schedules.

CUSTOM BORDER COLORS & 2ND COLOR IMPRINT

Quantity/Price - For entire year

100	150	200	250	300	500	750	1000	2500	5000
0.59	0.57	0.54	0.50	0.48	0.43	0.40	0.37	0.31	0.23

10G

Plate charge, wash-up for special border color or 2nd color imprint: \$60.00 (G)

ADDITIONAL DETAILS

- **Additional Sponsors: 5625A, 5626A, 5627A & 5628A:** (maximum 4) \$22.00 (G) per sponsor; **5630A & 5631A:** (maximum 2) \$22.00 (G) per sponsor.
- **Additional Schedules:** (maximum 4) \$52.00 (G) each.
- **Less than minimum charge:** (Absolute minimum: 50 pieces)
5625A, 5627A & 5630A: \$52.00 (G); **5626A:** \$104.00 (G).
5628A & 5631A: Less than minimum not available. Absolute min. 100 pieces.

GENERAL INFORMATION FOR 5625A & 5626A

- **Construction: 5625A:** A single sheet of gloss enamel stock with 2 schedules. **5626A:** 2 sheets of gloss enamel stock with 2 schedules per sheet (4 schedules total).
- **Both calendars:** With ad copy and schedules printed with a stock border color, tinned at top with a loop for hanging, with a 13-month academic year pad (from August 1 to August 31) attached.
- **Ad Copy Area:** 12³/₄" x 2³/₄". • **Pad Design:** "A" pad.

FULL
APRON
SIZE:
14¹/₂"x34"

- **Calendar Color:** Red & black pad.
- **Schedule & Ad Copy Color:** 1 PMS color.
- **Approximate Shipping Weight:** **5625A:** 280 lbs. per 1000; **5626A:** 340 lbs. per 1000.

FOR OPTIONAL EXTRAS SEE PAGE 62



PRODUCT PRICING FOR #5625A & #5626A

	Quantity	100	150	200	250	300	500	750	1000	2500	5000
#5625A	price each before 5/31/2010	5.95	5.49	5.05	4.76	4.56	3.77	3.53	3.37	2.76	2.40
	price each after 5/31/2010	6.61	6.10	5.61	5.29	5.07	4.19	3.92	3.74	3.07	2.67
5B3CDE											
#5626A	price each before 5/31/2010	8.27	7.62	7.23	6.95	6.73	5.70	5.39	5.17	4.39	3.90
	price each after 5/31/2010	9.19	8.47	8.03	7.72	7.48	6.33	5.99	5.74	4.88	4.33

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