



#8815C Custom Parchtone Appointment Memo

- OVERALL SIZE:** Open 10⁷/₈" x 19", Closed 10⁷/₈" x 10¹/₂"
- **Construction:** A single sheet of parchtone cover stock printed with client copy on 1 side and spiral bound to a parchtone stock 12-month pad. Hole drilled for hanging.
 - **Picture/Ad Copy Area:** Up to 10" x 9¹/₄". No bleeds.
 - **Shipping Weight:** Approximately 180 lbs. per 1000
 - **Price Includes:** Scanning and placement of 1 picture up to 10" x 9¹/₄" size, up to 6 lines of copy, and 1 complete color proof. Cover printed 1 side only.

GENERAL INFORMATION for Items 8815C & 8830C

- **Paper:** Aged parchtone text and cover
- **Calendar Color:** As shown
- **Ad Copy Color:** PMS 464 Brown
- **Pad Design:** Based on Stock No. 80 Pad as illustrated

#8830C Custom Parchtone 12-Month Appointment

- OVERALL SIZE:** Open 10⁷/₈" x 19", Closed 10⁷/₈" x 10¹/₂"
- **Construction:** 12 pages plus a front and back cover printed front and back, showing 13 client-provided photographs (1 for each month plus the cover) plus 12 calendar months. All pages are spiral bound together with a hole drilled for hanging.
 - **Ad Copy Area:** Up to 10" x 1³/₄" on back sheet
 - **Picture Area:** Up to 10" x 7¹/₄"
 - **Shipping Weight:** Approximately 290 lbs. per 1000
 - **Price Includes:** Placement of 13 client-provided, print-ready digital photographs, typesetting captions and up to 6 lines of advertising copy, and 1 complete color proof.
- If Tru Art is to scan provided photographs contact factory for costs.*

ACCESSORIES & OPTIONAL EXTRAS for Items 8815C & 8830C

Envelopes, calendars inserted each 22¢ (G)
 Envelopes with chipboard protector, calendars inserted each 30¢ (G)
 Custom pad design, set-up & printing (8830 only) \$400.00 (G)
 Date block overprints (8830 only) ... \$40.00 (G) set-up plus \$2.00 (G) each date

Ghost overprinting (each month same) (8830 only) \$125.00 (G)
 1-color copy change on extended back sheet (8830 only) \$19.50 (G)
 Drop shipments \$4.00 (G) each location
 Absolute minimum quantity As Shown Below

PRICE - Each	Quantity	500	750	1000	1500	2500	5000	10000
#8815C Full-Color	before 5/31/2010	4.29	3.41	2.96	2.28	1.95	1.48	1.22
	after 5/31/2010	4.77	3.79	3.29	2.53	2.17	1.64	1.36
#8815C 2-Color w/halftone	before 5/31/2010	3.47	2.86	2.54	2.00	1.75	1.39	1.15
	after 5/31/2010	3.86	3.18	2.82	2.22	1.94	1.54	1.28
#8815C 1-Color w/halftone	before 5/31/2010	3.14	2.63	2.38	1.90	1.68	1.34	1.14
	after 5/31/2010	3.49	2.92	2.64	2.11	1.87	1.49	1.27

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PRICE - Each	Quantity	1000	1500	2000	2500	5000	7500	10000
#8830C Full-Color	before 5/31/2010	8.98	6.73	5.49	4.68	2.66	2.10	1.79
	after 5/31/2010	9.98	7.48	6.10	5.20	2.96	2.33	1.99
#8830C 2-Color w/halftone	before 5/31/2010	5.89	4.45	3.69	3.19	2.04	1.74	1.57
	after 5/31/2010	6.54	4.94	4.10	3.54	2.27	1.93	1.74

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

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