



## #8845C Custom 12-Month Easel-Style Desk Calendar

**OVERALL SIZE:** On Display 6½" x 5⅝", Pad Only 6½" x 4"

### Idea Starter

Travel Agents can display their message on customer's desks.

A custom desk calendar with beautiful images of travel destinations not only motivates customers to travel but to use you to book the trip.



### ACCESSORIES & OPTIONAL EXTRAS for Item 8845C

- Envelopes, calendars inserted .....each 17¢ (G)
- Envelopes with chipboard protector, calendars inserted.....each 24¢ (G)
- Custom pad design, set-up & printing .....\$400.00 (G)
- Date block overprinting..... \$40.00 (G) set-up plus \$2.00 (G) each date
- Ghost overprinting (each month same) .....\$125.00 (G)
- 1-color copy change on extended back sheet .....\$19.50 (G)
- Copy change on calendar portion must be sold as separate order.
- Drop shipments ..... \$4.00 (G) each location
- Absolute minimum quantity ..... 500 pieces

### Idea Starter

Use the same photos for Wall Calendars and Desk Calendars

Use both a Custom Desk Calendar and Wall Calendar and get twice the advertising value. Most of the start-up costs will have already been taken care of with the first version.



### Idea Starter

Agents have their own personal imprint in a co-op calendar program



Companies can provide a custom calendar for their agents or dealers for less cost than a stock calendar.

| PRICE - Each              | Quantity         | 500  | 1000 | 1500 | 2000 | 2500 | 5000 | 7500 | 10000 |
|---------------------------|------------------|------|------|------|------|------|------|------|-------|
| #8845C Full-Color         | before 5/31/2010 | 8.27 | 4.52 | 3.27 | 2.63 | 2.25 | 1.37 | 1.13 | 1.02  |
|                           | after 5/31/2010  | 9.19 | 5.02 | 3.63 | 2.92 | 2.50 | 1.52 | 1.26 | 1.13  |
| #8845C 2-Color w/halftone | before 5/31/2010 | 5.86 | 3.36 | 2.53 | 2.11 | 1.85 | 1.23 | 1.07 | 0.98  |
|                           | after 5/31/2010  | 6.51 | 3.73 | 2.81 | 2.34 | 2.06 | 1.37 | 1.19 | 1.09  |