



General Order Information

Order Writing Information

Basic order information consists of:

- Quantity
- Preferred ship date
- Item number
- Complete shipping address
- Description
- Shipping instructions

Submit all orders new or repeat with complete copy instructions, including printed or typewritten imprint copy, arranged to serve as a layout for composition. All imprints will be set based upon judgement of our typesetters to best fit the imprint area available. Typestyles on file will be used unless otherwise specified. Orders with special instructions may incur an additional charge. If copy is supplied electronically, please provide a hard copy with the order.

Faxed or e-mailed (pdf format) purchase orders will be accepted. Please do not send confirming orders. Tru Art sends acknowledgments of all orders to confirm prices and established ship dates.

No intermediate quantity pricing is available. Please use the next lower quantity price. All catalog prices are quoted in U.S. dollars, F.O.B. factory. All Tru Art products are made in the U.S.A.

Tru Art will determine “best way” to ship. Freight Prepaid will be added to your invoice unless specified differently.

Tru Art has negotiated discounted shipping rates and we pass on the discounts to our customers. Inside delivery must be specified on your purchase order. Variable timed shipments will be accepted with all shipments to be complete by 12/31/2012. Please contact factory for applicable charges and billing information.

Shipping Schedule

Production is scheduled on an individual basis for all items.

If a specific deadline must be met it must be pre-approved by the factory.

Shipping options include UPS, FedEx, Parcel Post, several LTL carriers, and several overnight couriers. The customer may specify a delivery method. Otherwise, Tru Art will select the carrier with the best service/rate combination for your order. For certain requested shipping methods, including shipping using a distributor account number, a \$10.00 (G) handling fee will apply.

Art Retention Policy

To safeguard your customer’s imprint and to keep our files current, Tru Art will retain distributor artwork on file (hard copy or electronic) for no more than one calendar selling season following the year of the original order.

Artwork will be returned upon request to the distributor after completion of the order. Artwork on file is available to distributors for other projects. A processing/handling fee will apply. Contact Tru Art for details.

C.O.D.: Service charge per order \$15.00 (G)

Drop Shipments

Drop shipment charge per different location after first \$4.50 (G) plus freight.

For International drop shipments the charge per location is \$20.00 (G) plus freight. Special Packaging Charges may apply.

Early Order Pricing

To qualify for early order pricing, orders must be postmarked no later than May 31 and factory-ready with approved proof by July 16 (Monday).

Factory-ready orders will be produced as submitted and stored free of charge in Tru Art’s warehouse until the requested ship date. If the order is not production ready by July 16, 2012 late order price will apply.

Excess Copy

Refer to individual item descriptions for maximum lines of copy available. For extra lines of copy add \$2.50 (G) each.

Standard Imprint Colors

Standard colors are as listed for each item. Additional or specific colors are available upon request. Complete specifications, color swatch, or PMS number must be provided. See product pages for pricing.

Overruns or Underruns

Every attempt will be made to ship the quantity ordered. However, we reserve the right to ship an overrun or underrun as it occurs in accordance with accepted printing trade customs. An overrun or underrun of 5% or less is considered to be an acceptable trade practice. Your order will be invoiced accordingly.

If exact quantity is required, add \$50.00 (G).

Cancellations

Expenses will be accumulated at time of cancellation and will be invoiced in full.

Spec Samples

Tru Art can make spec samples for your selling efforts. Qualified accounts preferred. Contact the factory for cost and availability.

Overrun Sample Policy

If an overrun sample is required, please note on your purchase order and Tru Art will send upon completion of production (shipping charges apply).

Please Note: Pursuant to the “Consumer Product Safety Improvement Act of 2008,” if any product is to be used or distributed primarily by children 12 years of age or under, “source information” must be printed on the product. If this is the case, you must notify Tru Art. Tru Art will print the information on the product at no extra charge. Products suitable for distribution to children have been marked throughout the catalog. See the icon on page 4.



Artwork Submission & Proofing

Tru Art has adopted industry standard “smart art” codes to help with the provision of electronic art for production purposes. An electronic or mechanical art file is considered “ready” when the artwork is created and delivered so Tru Art can use it for pre-press and printing without the need for modifications that would incur extra charges or cause delays. The codes indicated in the catalog are defined as follows:



A Raster Image (gray scale or color file) with a minimum resolution of 300 dpi at the finished imprint size is required. This file may also contain vector elements. Art file and final reproduction is in spot colors only. All colors must be specified using Tru Art standard colors or the industry standard.



A Raster Image (gray scale or color file) with a minimum resolution of 300 dpi at the finished imprint size is required. This file may also contain vector elements. Art file and final reproduction is in CMYK (Process) color. All colors must be specified using Tru Art standard colors or the industry standard.

Tru Art will determine whether the art is “ready” for production and the distributor will be notified if the included artwork is not acceptable. Costs to clean up or remake non-ready art will be billed to the distributor. For information about creating the following files and delivering them to Tru Art please visit the PPAI sm@rt web site at www.smart-artwork.org.

- Mechanical Artwork
- Page Layout Documents
- Vector Artwork Files
- Metafile Artwork Files
- Bitmap Artwork Files
- Acrobat (PDF) Files

The artwork files should be accompanied by a printed proof or its electronic equivalent, which communicates to Tru Art the desired result of the use of the electronic artwork files. **Electronic art submitted without this verification will incur a proof charge.** Emails containing artwork should reference the distributor name, project name, purchase order number, and Tru Art’s order number (if available).

Most artwork shown on internet web sites is meant for on-screen viewing only and is displayed using a very low resolution. Tru Art cannot accept these images as artwork for imprinting purposes.

For additional information on the specific capabilities of Tru Art, contact the factory for Tru Art’s “Electronic Artwork Submission Sheet.” Please note we can accept the following media: **CD/DVD Disks and USB Flash Drive, etc.** We can also accept artwork via FTP or email. We have the following software to manipulate your files:

Illustration:	Page Layout:
Illustrator®	InDesign® (Preferred)
Photoshop®	QuarkXpress®
CorelDRAW®	Microsoft Publisher

We are continuously updating our capabilities. Please contact the factory for additional options and note **the distributor or end user is responsible for making sure electronic files are complete.** Incomplete files may delay shipment. Any scans provided on disk must be properly prepared for graphic arts reproduction on paper. Contact factory for more information.

Proofs:

Fax/Photocopy Proof of ad copy only.....	\$10.00 (G)
Electronic Proof of ad copy only	\$10.00 (G)
Digital Dylux Proof.....	\$40.00 (G)
Digital Integris Proof	\$60.00 (G)
Press Proof (Stock Line).....	\$200.00 (G)
Press Proof (Custom Line).....	By Quotation

Alterations and corrections needed/requested on customer provided files will be invoiced.

Please note electronic proofs are not sufficient for final proof approval on custom projects.

To ensure quality, all proofs must be returned to the factory before production can begin.

Definition of Terms (Used in this catalog)

- PRODUCTION-READY ART:** Any artwork or printed material with very high black and white contrast that needs no further touch-up, design, or rearranging before use as ad copy.
- HALFTONE:** The reproduction of a continuous tone artwork (such as a photograph) done by filtering light through a screen that converts the image into dots of varying size.
- 4-COLOR PROCESS:** The reproduction of full-color artwork with the combination of halftone dots of 4 process ink colors: magenta, cyan, yellow, and black.
- PHANTOM / GHOST IMPRINT:** A transparent image (ghost) superimposed over a calendar pad.

- DIGITAL DYLUX / BLUELINE PROOF:** Paper proof in offset lithography in which the printing areas show in color. These proofs are made directly from the digital file that will be used to make press plates. Please review carefully for content, layout and positioning, spelling, etc.
- DIGITAL INTEGRIS PROOF:** A digital color proof showing close approximation of the imprint colors and detail that will be reproduced on the actual printed calendars. Please review for image clarity and coloration.
- PRESS PROOF:** A complete production sample with the customer’s imprint included as it will appear on the actual printed calendars. Contact factory for cost.



Personalization

Add Personalized Imprints to Spiral Appointment Calendars & Select Planner Covers:

All personalized imprints are printed in one color, black only

(not available on Leatherette or Vinyl covers.)

Personalization with electronically supplied list charge: \$0.20 (G) ea. name plus \$30.00 (G) set-up per order. Includes changing 1 line of type only for each personalization. All calendars bulk shipped to 1 address.

Electronic files may be an Excel® spreadsheet or an ASCII text file. Spreadsheets must be set up with individual names (First Middle Last) all in one cell with a new row and cell for each name to be printed.

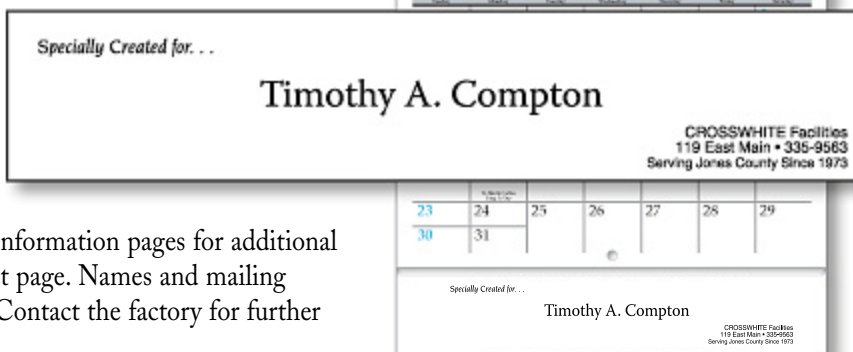
ASCII files must have a new line for each new name, one entire name per line (First Middle Last). Please type a carriage return after each name.

Tru Art® Advertising Calendars cannot be responsible for errors in submitted electronic files so please prepare names exactly as they are to appear when they are printed on the calendar. Reprint costs can be expensive.

Additional production time will be required for each order – ship dates to be determined based on date of list receipt.

Individual mailing services are available — see General Information pages for additional charges along with charges for envelopes on each product page. Names and mailing addresses must be submitted in the same electronic file. Contact the factory for further assistance.

Faxed or hard copy personalization or mailing lists are not accepted.



Individual Mailing Service from Factory

Tru Art® will mail individual calendars directly to the advertiser's clients by one of two different ways:

Bulk Mail under Permit Number: Requires sorting addresses, attaching labels with a permit, bundling, sacking and postage. The U.S.P.S. is now requiring certified mailing lists. Please provide your certificate with your list or Tru Art® can have your list certified for \$75.00 (G). All addresses must be certified.

Bulk Mail Service \$0.64 (G) (plus postage)

Add \$0.10 (G) to mail personalized calendars

Administration fee for organizing all mailings \$75.00 (G)

Note: The 1705-1708 & 8705C-8708C on page 64, the 1711, 1717 & 1718 on page 66, and the 1715 & 8715C on page 65, when placed in tubes, no longer qualify for bulk mailing. The United States Postal Service is re-evaluating bulk mail prices. Changes could result in substantial postage price increases to your customer. Final changes and pricing should be confirmed with your order. Advance payment for postage may be required.

Note: Appropriate calendar packaging is required for mailing. See each product page for pricing & information. Tru Art can not guarantee that all products can be mailed.

First-Class Mail: Requires attaching provided labels, attaching stamps, and postage.

First-Class Mail Service \$0.35 (G) (plus postage)

Add \$0.10 (G) to mail personalized calendars

Administration fee for organizing all mailings \$75.00 (G)

Note: Certain items cannot be mailed First Class. Contact the factory for details and confirm availability prior to order. **We will request advance payment for postage before release of individual mailing. First Class postage rates are substantially higher than bulk mail. For postage savings use Tru Art's "Bulk Mail Service" listed at the left.**

Mailing Lists

Addresses for mailing must be provided electronically in a database format. Contact Tru Art for additional information about the submission of mailing lists and the printing of return address labels. Tru Art reserves the right to bulk ship calendars to the advertiser or distributor if mailing lists are not received by December 1st.



Add-A-Page

ADD EXTRA INFORMATION TO YOUR ADVERTISING CALENDAR

Tru Art Appointment Calendars & Planners can offer more than 5 lines of advertising copy. Add Value to your advertising with...



Adding an additional sheet to be spiral bound into the calendar is an easy way to communicate additional information to the recipient. The “cycle of communication” between advertisers and end users may be completed through the use of a bounce-back reply card, order form, survey card, inquiry card, application form, etc. Coupon sheets may be added in order to increase store traffic, a popular feature for food chains, convenience stores, and thrift outlets.

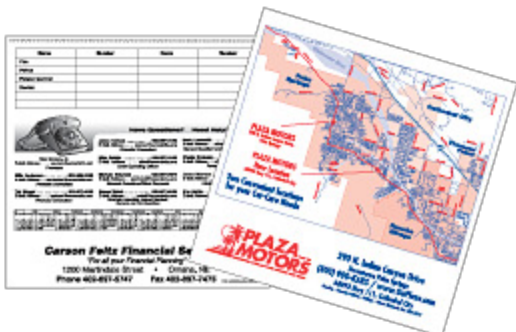
Extra pages (thank-you letters, coupon sheets, etc.) can be spiral bound into the calendar before January or after the December sheet. Extra sheets are 10⁷/₈” wide by 8³/₈” high. Prices are based on print-ready files from customers and include the first proof. Additional typesetting, scanning, or layout work will be added to invoice. Contact Tru Art with your specifications for custom back sheets and set-up costs.

Pricing for extra pages bound into calendar, (SPIRAL BOUND ONLY)

Single Sheet:	Quantity	500	750	1000	2500	5000
Print Black only, 1 side only, from provided file.....		\$0.20	\$0.17	\$0.15	\$0.11	\$0.10
Print Black only, 2 sides, from provided file.....		\$0.25	\$0.21	\$0.19	\$0.14	\$0.12
Print 1 spot PMS color, 1 side only, from provided file.....		\$0.37	\$0.29	\$0.25	\$0.16	\$0.13
Print 1 spot PMS color, 2 sides, from provided file.....		\$0.48	\$0.37	\$0.31	\$0.20	\$0.16
Print 2 spot PMS colors, 1 side only, from provided file.....		\$0.47	\$0.36	\$0.30	\$0.19	\$0.15
Print 2 spot PMS colors, 2 sides, from provided file.....		\$0.61	\$0.47	\$0.39	\$0.24	\$0.18
Print 4-color process, 1 side only, from provided file.....		\$0.46	\$0.38	\$0.33	\$0.23	\$0.19
Print 4-color process, 2 sides, from provided file.....		\$0.53	\$0.46	\$0.40	\$0.29	\$0.25
Print 4-color process with black copy on 2nd side, from provided file....		\$0.51	\$0.42	\$0.37	\$0.25	\$0.21
Add for perforation using standing die layout on file.....		\$0.53	\$0.37	\$0.29	\$0.13	\$0.07
Add for perforation using new die layout specified by the customer.....		\$0.68	\$0.48	\$0.37	\$0.16	\$0.09
Die-cut back sheet – same as adding perforation costs to extra sheets						5G

4 pages (2 Sheets):	Quantity	500	750	1000	2500	5000
Print Black only, 2 sides, from provided file.....		\$0.48	\$0.41	\$0.36	\$0.22	\$0.17
Print 1 spot PMS color, 2 sides, from provided file.....		\$0.66	\$0.51	\$0.43	\$0.27	\$0.21
Print 2 spot PMS colors, 2 sides, from provided file.....		\$0.80	\$0.66	\$0.57	\$0.33	\$0.23
Print 4-color process with black copy on 2nd side, from provided file....		\$0.81	\$0.67	\$0.57	\$0.35	\$0.28
Print 4-color process, 2 sides, from provided file.....		\$0.89	\$0.73	\$0.63	\$0.41	\$0.33
Pricing shown is per 4 page section (2 sheets) at the quantity shown.						5G

8 pages (4 Sheets):	Quantity	500	750	1000	2500	5000
Print Black only, 2 sides, from provided file.....		\$0.96	\$0.73	\$0.61	\$0.37	\$0.28
Print 1 spot PMS color, 2 sides, from provided file.....		\$1.04	\$0.78	\$0.65	\$0.41	\$0.32
Print 2 spot PMS colors, 2 sides, from provided file.....		\$1.46	\$1.08	\$0.89	\$0.50	\$0.36
Print 4-color process, 2 sides, from provided file.....		\$2.39	\$1.75	\$1.42	\$0.75	\$0.52
Pricing shown is per 8 page section (4 sheets) at the quantity shown.						5G



Additional information may be printed on the inside of the back sheet which normally has the telephone index. This area may be used to create a unique and personalized advertising item designed for their special needs. Contact the factory for pricing. Tru Art also has several “Stock, Pre-Printed Ad Backs” with information applicable to specific businesses. These “Stock” ad backs may replace the telephone index at no extra cost. See page 127 for details.

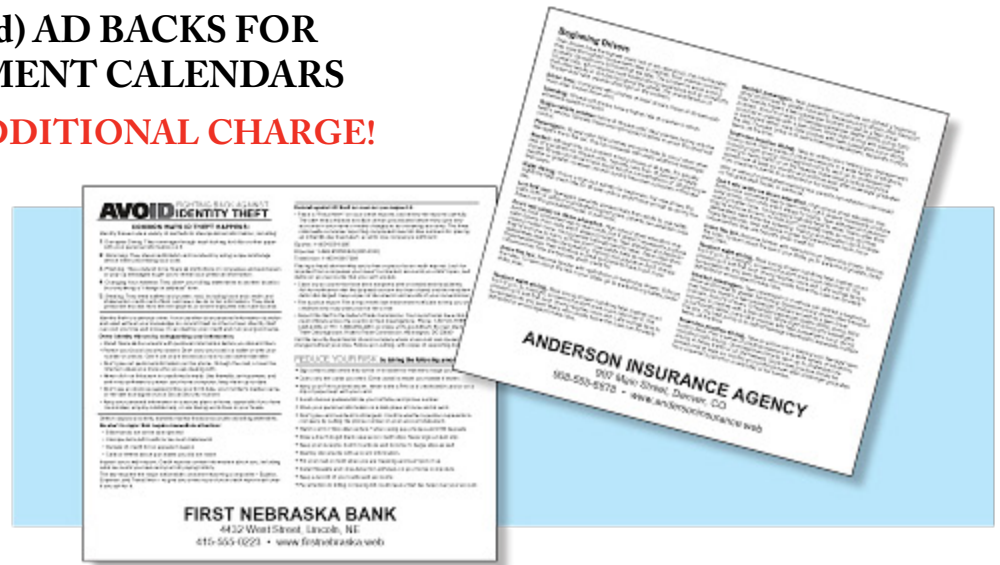


Extra Features

STOCK (pre-printed) AD BACKS FOR SPIRAL APPOINTMENT CALENDARS

AVAILABLE AT NO ADDITIONAL CHARGE!

- AGRICULTURE
- AUTOMOTIVE CARE
- AVOID IDENTITY THEFT
- BEGINNING DRIVERS
- CONSERVATION TIPS
- EMERGENCY PLANNING
- FUNERAL PRE-PLANNING
- HEALTHY LIVING
- HOME IMPROVEMENT
- PERSONAL FINANCE
- PET CARE
- PROPERTY INVENTORY



HOLIDAY ENVELOPES FOR SPIRAL APPOINTMENT CALENDARS

CHOOSE FROM 4 DESIGNS (please indicate style E1-E4)
 Envelopes, packed bulk ea. \$0.24 (G)

Envelopes, calendars inserted ea. \$0.28 (G)
 Envelopes, chipboard protectors & calendars inserted: ea. \$0.36 (G)

