

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 10 7/8” wide by 8 3/8” 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)

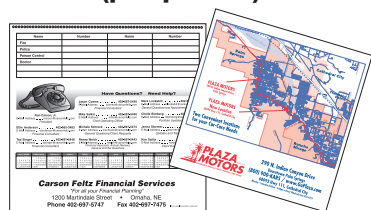
Single Sheet:	Quantity	500	750	1000	2500	5000
Print Black only, 1 side only, from provided file		\$0.18	\$0.15	\$0.13	\$0.10	\$0.09
Print Black only, 2 sides, from provided file		\$0.23	\$0.19	\$0.17	\$0.13	\$0.11
Print 1 spot PMS color, 1 side only, from provided file		\$0.33	\$0.26	\$0.22	\$0.15	\$0.12
Print 1 spot PMS color, 2 sides, from provided file		\$0.43	\$0.34	\$0.29	\$0.19	\$0.15
Print 4-color process, 1 side only, from provided file		\$0.41	\$0.35	\$0.30	\$0.21	\$0.18
Print 4-color process, 2 sides, from provided file		\$0.48	\$0.42	\$0.37	\$0.27	\$0.24
Print 4-color process with black copy on 2nd side, from provided file		\$0.46	\$0.38	\$0.33	\$0.23	\$0.20
Add for perforation using standing die layout on file		\$0.48	\$0.34	\$0.27	\$0.12	\$0.07
Add for perforation using new die layout specified by the customer		\$0.61	\$0.44	\$0.34	\$0.15	\$0.08
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		\$0.43	\$0.37	\$0.33	\$0.20	\$0.16
Print 1 spot PMS color, 2 sides, from provided file		\$0.59	\$0.46	\$0.40	\$0.25	\$0.20
Print 2 spot PMS colors, 2 sides, from provided file		\$0.72	\$0.60	\$0.52	\$0.31	\$0.22
Print 4-color process with black copy on 2nd side, from provided file		\$0.73	\$0.61	\$0.52	\$0.33	\$0.26
Print 4-color process, 2 sides, from provided file		\$0.80	\$0.66	\$0.58	\$0.38	\$0.31
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		\$0.86	\$0.66	\$0.56	\$0.34	\$0.26
Print 1 spot PMS color, 2 sides, from provided file		\$0.94	\$0.71	\$0.60	\$0.38	\$0.30
Print 2 spot PMS colors, 2 sides, from provided file		\$1.31	\$0.98	\$0.82	\$0.47	\$0.34
Print 4-color process, 2 sides, from provided file		\$2.15	\$1.59	\$1.31	\$0.70	\$0.49
Pricing shown is per 8 page section (4 sheets) at the quantity shown.						5G

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



Additional information may be printed on the inside of the back sheet which normally has the telephone index. Contact factory for pricing.

CONTACT TRU ART ON HOW YOU CAN CUSTOMIZE YOUR AD BACK.