

# GENERAL INFORMATION

## PERSONALIZATION



### Add Personalized Imprints to Spiral Appointment, Multi-Sheet & Desk Pad 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:

Appointment Calendars: \$0.20 (G) each name plus \$40.00 (G) set-up per order.

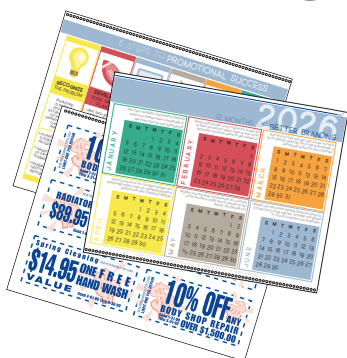
Multi-Sheet/Desk Pad Calendars: \$2.50 (G) each name plus \$55.00 (G) set-up per order.

Includes changing 1 line of type only for each personalization. Price based on all calendars bulk shipped to 1 address (freight not included). For bulk mailing option, contact factory and page 132.

Electronic files must be submitted as an Excel® spreadsheet. 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. Tru Art® Advertising Calendars cannot be responsible for errors in submitted electronic files.

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

## ADD-A-PAGE 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 (Price as shown):

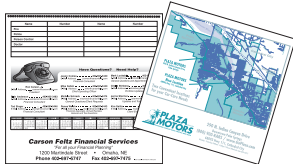
| Quantity                                                              | 250    | 500     | 750     | 1000    | 2500    | 5000    |
|-----------------------------------------------------------------------|--------|---------|---------|---------|---------|---------|
| Print Black only, 1 side only, from provided file                     | \$0.27 | \$0.185 | \$0.155 | \$0.14  | \$0.105 | \$0.09  |
| Print Black only, 2 sides, from provided file                         | \$0.34 | \$0.225 | \$0.185 | \$0.165 | \$0.125 | \$0.105 |
| Print 4-color process, 1 side only, from provided file                | \$0.48 | \$0.35  | \$0.30  | \$0.265 | \$0.195 | \$0.165 |
| Print 4-color process, 2 sides, from provided file                    | \$0.66 | \$0.47  | \$0.40  | \$0.36  | \$0.27  | \$0.24  |
| Add for perforation using standing die layout on file                 | \$0.81 | \$0.45  | \$0.33  | \$0.27  | \$0.145 | \$0.09  |
| Add for perforation using new die layout specified by the customer    | \$1.18 | \$0.635 | \$0.45  | \$0.36  | \$0.185 | \$0.115 |
| Die-cut back sheet – same as adding perforation costs to extra sheets |        |         |         |         |         | 6G      |

#### 4 pages (2 Sheets) (Price as shown):

| Quantity                                                              | 250    | 500    | 750    | 1000    | 2500    | 5000    |
|-----------------------------------------------------------------------|--------|--------|--------|---------|---------|---------|
| Print Black only, 2 sides, from provided file                         | \$0.62 | \$0.44 | \$0.38 | \$0.34  | \$0.205 | \$0.155 |
| Print 4-color process, 2 sides, from provided file                    | \$1.15 | \$0.78 | \$0.65 | \$0.575 | \$0.410 | \$0.33  |
| Pricing shown is per 4 page section (2 sheets) at the quantity shown. |        |        |        |         |         | 6G      |

## EXTRA FEATURES

STOCK (pre-printed) AD BACKS FOR SPIRAL APPOINTMENT CALENDARS AVAILABLE AT NO ADDITIONAL CHARGE!



AUTOMOTIVE CARE  
AVOID IDENTITY THEFT  
CONSERVATION TIPS  
EMERGENCY PLANNING

HEALTHY LIVING  
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.