

# CREATE YOUR OWN CUSTOM CALENDARS

## 130 Custom Every Month Imprint Appointment



### Features:

- Size: closed 10<sup>13</sup>/<sub>16</sub>" x 8<sup>5</sup>/<sub>16</sub>"; open 10<sup>13</sup>/<sub>16</sub>" x 16<sup>5</sup>/<sub>16</sub>"
- Full-color imprint on every month
- 12-month pad in two colors: blue and black is standard
- 80 lb. gloss cover with 65 lb. gloss cover insert
- Weight: 33 lbs. per 100

### Imprinting Options:

- Submit high res digital images via email to [artwork@hotlineproducts.com](mailto:artwork@hotlineproducts.com)

### Packaging Option:

- Envelopes loose: 16¢ ea. (G)
- Envelopes inserted: 26¢ ea. (G)
- Other pkg. options – page 134 or [hotlineproducts.com](http://hotlineproducts.com)

Create your own custom calendar! Just send in your cover design, 12 monthly photos and ad copy!

## Two easy steps\*:

### Step A:

#### 12 Monthly Images and Cover Design

- Size digital images to 11<sup>1</sup>/<sub>8</sub>" x 8<sup>3</sup>/<sub>16</sub>" (includes bleed); min 300 dpi (required)
- Name each pdf file with corresponding 2018 month (ex.: photo for April page would be "Apr2018.pdf")
- Submit high res digital images via email to [artwork@hotlineproducts.com](mailto:artwork@hotlineproducts.com)

### Step B:

#### Ad Copy

- Submit high res pdf with final ad copy ad copy area: 10" x 1<sup>3</sup>/<sub>16</sub>" (required)
- Same ad appears on all 12 pages
- Contact HotLine Custom Department for more information

12-month calendar pad in 2-color blue and black is standard

Quantity	300	500	750	1000	2500
Thru 6/1/2017	4.73	4.64	4.43	4.22	4.07
After 6/1/2017	5.10	5.01	4.79	4.56	4.40

5C

FULL-COLOR IMPRINT INCLUDED

## Create a Custom Desk Tent

Start with our attractive Executive Desk Tent and create a calendar with your own customer supplied digital photos.

Add \$50.00 (G) to pricing shown to the right.

### Features:

- Size: 8<sup>1</sup>/<sub>2</sub>" x 4<sup>3</sup>/<sub>4</sub>"
- Imprint Area Front: 4<sup>1</sup>/<sub>2</sub>" x 3<sup>3</sup>/<sub>4</sub>"
- Imprint Area Back: 7<sup>1</sup>/<sub>2</sub>" x 1<sup>1</sup>/<sub>4</sub>"
- Twelve monthly images
- White spiral wire
- Envelopes included
- Weight: 19 lbs. per 100



Quantity	100	250	750	1000	2500
Thru 6/1/2017	4.27	3.62	3.39	3.28	3.17
Thru 9/1/2017	4.71	4.06	3.83	3.72	3.62
After 9/1/2017	4.78	4.12	3.89	3.79	3.68

5C

FULL-COLOR IMPRINT INCLUDED ON BOTH SIDES OF THE CALENDAR

### CALENDARS ARE VIEWED DAILY

On average, consumers report displaying their calendar for a full 12 months. Viewing the calendar 5 to 10 times per day, they can recall the advertiser's name on their calendar.



AMERICA'S FINEST CALENDARS

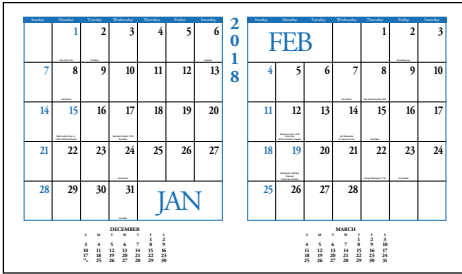
### CALENDARS ARE COST EFFECTIVE

Advertising spread over 365 days... that's less than a penny a day!

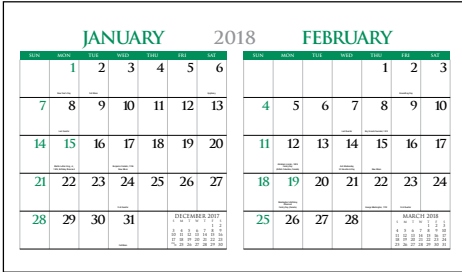


# 310 Custom Six-Sheet Executive

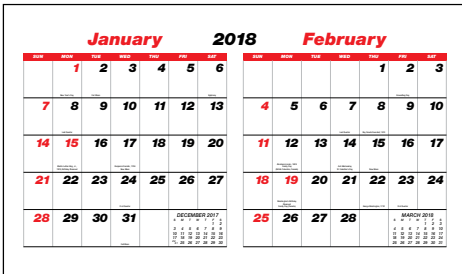
1. #5817 - Traditional Pad in Blue



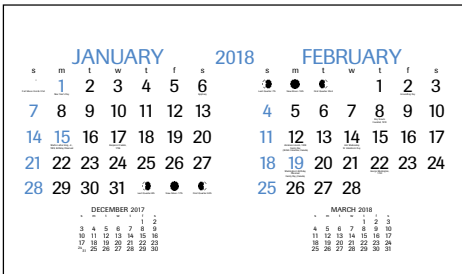
2. #5818 - Contemporary Pad in Green



3. #5819 - Bold Pad in Red



4. #5820 - No Memo Blocks in Pad - Blue

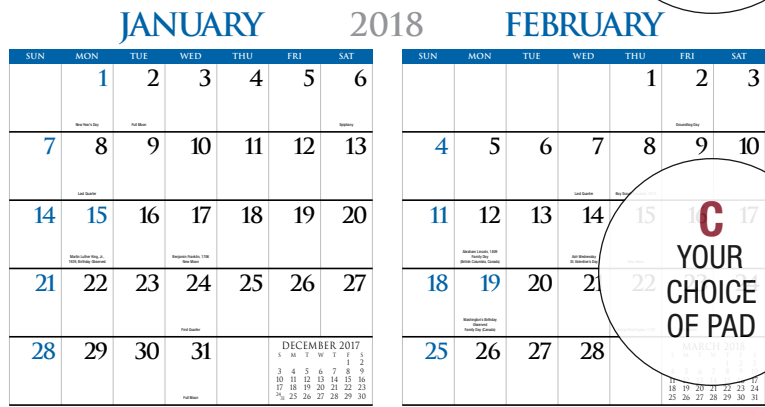


**A**  
YOUR  
PHOTO  
HERE

**B**  
YOUR  
AD  
HERE

**C**  
YOUR  
CHOICE  
OF PAD

**Metropolitan Designs**  
Creating Places for People  
12395 Peach Drive • Atlanta, Georgia 78332 • metroalldesigns.com  
800-555-1234



5. #5821 - Contemporary Pad in Blue (shown here)

## Required for Production:

### Step A:

- Size digital image to 14 1/4" x 11" (includes bleed)
- Minimum 300 dpi for images
- Save each individual image so file name corresponds with month it will print on (ex.: photo for Jan/Feb page would be "Jan\_Feb2018.jpg")

### Step B:

- Submit high res digital file with imprint area: 13" x 2 1/2"
- Same ad will appear on all six pages

### Step C:

- Choose one of five stock pad designs shown above
- Pad alterations requires additional production time

### Features:

- Size: 14" x 22"
- Tinned at top with hanging loop
- Printed on 70 lb. gloss stock

### Packaging:

- Insert in tubes .45 (G)

**Quantity**      50      150      300      500      1000      2500      5000

Thru 6/1/2017      7.39      6.61      5.76      5.50      4.71      4.18      3.82

After 6/1/2017      7.99      7.16      6.24      5.93      5.09      4.50      4.12

FULL-COLOR IMPRINT INCLUDED

5ABC

