61-H Home & Garden

Reduced Custom Picture Pricing!

NOW ONLY $100.00 (g) + .25 (g) EA.

Stock picture selections are located on pages 19 & 20.

See page 21 for optional utility background selections.

The key to a successful calendar program is a detailed distribution plan.

Size: 11" x 17"
Ad Space: 9 ½" x 1 ½"
Set-up Charge: $25.00 (g), no charge for exact repeat orders
Standard Imprint Color: Black
Stock Imprint Color: For substitute or additional color, add $50.00 (g) + $.10 (g) ea.
Exact PMS Match Imprint Color: $50.00 (g)
Copy Limit: 5 lines, $5.00 each additional line
Less Than Minimum: $30.00 (g)

Mailing: 2.8 oz. each (in envelopes)
Shipping: 22# per 100
Envelopes: $25.00 per 100 inserted; $18.75 per 100 not inserted
Wrappers: $25.00 per 100
Options:
- Bottom Header Sheet Tinned: $20.00 per 100
- Custom Color Picture: $100.00 (g) + $.25 (g) ea.
- White stock,no picture or tint, 7 lines of copy standard: no extra charge

Special Features: The 61-H is the most versatile utility calendar offered. The back sheet contains a U.S. telephone area code map and provides space for recording important household information.

Best Seller

61-H Home & Garden

Quantity	100 199	200 299	300 499	500 999	1000 1999	2000 3499	3500 & Over
Thru 4/30	**2.60**	**2.20**	**1.85**	**1.70**	**1.50**	**1.30**	**By Quote**
After 4/30	**2.80**	**2.35**	**2.00**	**1.85**	**1.62**	**1.40**	

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