

"In the Image"

Each Photo includes the customer's name in the image.

UNIQUE
Personalized Calendars
are
Treasured & Kept



january



february



march



april



may



june



july



august



september



october



november



december

The above pictures are merged with your customer's names for the prices in this catalog. There are over 900 images that can be used for an additional charge. Also, we can even create a custom image and font for you. For example: Your cargo ship with your customer's name on the stern. Or your college stadium with the recruit's name in the stands.



Featuring Thirteen Brand New Products



Our **BRAND NEW** "In The Image" line incorporates your client's name into each photograph. It is getting increasingly difficult to get your product, name and imprint in front of the buyer's eyes. "In the Image" will turn an advertising product into an actual keepsake that is treasured. Not only will recipients use any product with their name, but they will also want to show it to their friends. Do you have a sales force that is trying to break into a new market? "In the Image" will guarantee a placement of your name only inches from the buyer's eyes for 365 days. "In the Image" will allow you to win the battle for desk and wall space. In the fierce recruiting battle that occurs between colleges and universities, "In the Image" will be a standout invitation or thank you that will increase enrollment.

For more Information, visit www.americancalendar.com/intheimage

CUSTOMER NAME "In the Image"

WHO CAN USE IT? • University/College admissions and recruiting

- Elderly/Homebound: Assisted Living, Home Healthcare & Medical Supply Companies can lift spirits!
- Beach resorts: gift previous guests to promote the resort as well as sister locations
- Hotels-Airlines-Restaurants: give out to frequent customers
- Invitations: postcard/greeting card makes a great eye-catcher
- Sales Prospecting: virtually any market - just imagine the impact you could make!
- THINK OUTSIDE THE BOX: great for any organization wanting to employ 'Personalized' marketing.

WALL CALENDARS



I-17 11" x 17" 12 Image



I-7 11" x 17" 1 Image



I-12 12"x32" 3 Month At Glance
1 Image

| | I-17 | I-7 | I-12 |
|----------------|------------------|----------------|---------------|
| Final Size | 11"x17" | 11"x17" | 12"x32" |
| Image Size | 8"x10" | 8"x10" | 7"x11" |
| Imprint Size | 1 1/2"x 10" | 1 1/2"x9" | To Fit Image |
| Binding | Wire-O | Stapled | Wire-O |
| Imprint/Logo | Full Color | Full Color | Full Color |
| Paper | 80# Matte Coated | 10pt. Castcoat | 12pt. C1S |
| Envelopes | \$0.21 ea (G) | \$0.21 ea (G) | \$0.27 ea (G) |
| Weight/hundred | 30lb | 15lb | 60lb |

| | 50 | 100 | 250 | 500 | 1000 | 2500 | |
|------|---------|---------|---------|---------|--------|--------|------|
| I-17 | \$14.17 | \$11.50 | \$10.67 | \$10.33 | \$8.46 | \$5.00 | 4CDE |
| I-7 | ----- | \$4.17 | \$3.15 | \$2.98 | \$2.11 | \$1.29 | 3CDE |
| I-12 | ----- | \$17.17 | \$15.62 | \$12.67 | \$9.66 | \$7.00 | 3CDE |

For more Information, visit www.americancalendar.com/intheimage

CUSTOMER NAME

"In the Image"

DESK CALENDARS

Vertical Desk



I-V1 12 Images 5.5" x 8.5"

Horizontal Desk



I-411 12 Image Tent 8.5" x 4.25"

Horizontal Desk

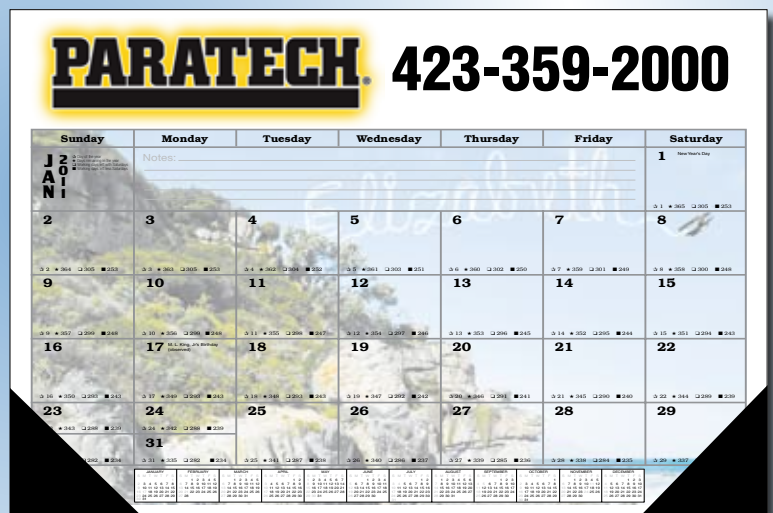


I-55 12 Images 5.5" x 3"

Horizontal Desk



I-1144 12 Images 11" x 4.5" (24 pages printed both sides)
I-1140 12 Images 11" x 4.5" (24 pages printed one side)



I-DB1 12 Image Deskpads 18" x 12"

Other Ideas

- Increase Employee Morale
- Schools & Youth Organizations
- Use last names to target families

SPECIFICATIONS

| | I-V1 | I-411 | I-55 | I-1144/I-1140 | I-DB1 |
|----------------|-------------------|-------------------|-------------------|-------------------|---------------|
| Final Size | 5.5"x8.5" | 8.5"x4.25" | 5.5"x3" | 11"x4.5" | 18"x12" |
| Image Size | 3"x5.5" | 3 5/8"x4 1/4" | 2.65"x2.5" | 5"x3.75" | 17"x9" |
| Imprint Size | 5/8"x5" | To Fit image | 2.25" x .5" | 5.25"x.875" | 17"x2" |
| Binding | Wire-O | Wire-O | Wire-O | Wire-O | Padded |
| Imprint/Logo | Full Color | Full Color | Full Color | Full Color | Full Color |
| Paper | 100# Matte Coated | 100# Matte Coated | 100# Matte Coated | 100# Matte Coated | 70# Offset |
| Envelopes | \$0.21 ea (G) | \$0.21 ea (G) | \$0.21 ea (G) | \$0.21 ea (G) | \$0.80 ea (G) |
| Weight/hundred | 20lb | 12lb | 8lb | 22lb | 39lb |

PRICING

| | 50 | 100 | 250 | 500 | 1000 | 2500 | |
|--------|--------|--------|--------|--------|--------|--------|------|
| I-V1 | \$8.33 | \$7.92 | \$7.50 | \$6.58 | \$5.00 | \$3.56 | 4CDE |
| I-55 | ----- | \$3.75 | \$3.58 | \$3.48 | \$2.71 | \$2.40 | 3CDE |
| I-1144 | \$8.75 | \$7.25 | \$6.92 | \$6.25 | \$5.54 | \$4.21 | 4CDE |
| I-1140 | \$7.92 | \$6.15 | \$5.50 | \$5.17 | \$4.23 | \$3.57 | 4CDE |
| I-411 | ----- | \$6.25 | \$5.75 | \$5.43 | \$4.23 | \$3.31 | 3CDE |
| I-DB1 | ----- | \$9.00 | \$8.25 | \$7.40 | \$6.70 | \$5.80 | 3CDE |

For more Information, visit www.americancalendar.com/intheimage

CUSTOMER NAME

“In the Image”**OTHER PROMOTIONAL PRODUCTS**

Post Cards



I-PC

6" x 4"

Greeting Cards



I-GC

5.5" x 4.25"

T-Shirts



I-TS

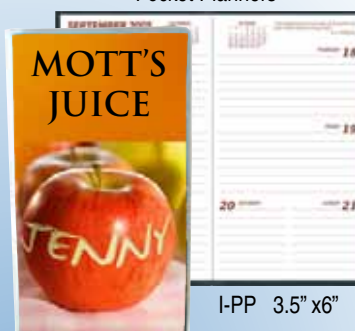
Mousepads



I-MP1

8.5" x 7.5"

Pocket Planners



I-PP 3.5" x 6"

| Qty. | 100 | 250 | 500 | 1000 | 2500 | |
|--------------|---------|---------|--------|--------|--------|------|
| I-PC | | \$0.98 | \$0.80 | \$0.53 | \$0.33 | 2CDE |
| I-GC | \$2.48 | \$1.75 | \$1.17 | \$0.63 | \$0.40 | 3CDE |
| I-MP1 | \$4.00 | \$3.52 | \$3.33 | \$2.62 | \$1.99 | 3CDE |
| I-PP | \$2.52 | \$2.07 | \$1.83 | \$1.49 | \$1.20 | 3CDE |
| | | | | | | |
| Qty. | 24 | 48 | 144 | 288 | 1000 | |
| I-TS | \$11.62 | \$10.17 | \$9.62 | \$7.95 | \$7.17 | 3CDE |

INFORMATION

ADDITIONAL IMAGES: There are over 900 images available in our library. In addition, you can have us modify one of your images. However, we need to review the image and work with you to produce the best possible result. Usage of images other than stock images shown here requires additional charge for design/set-up.

NAMES: You can have both first and last name included. The first name only is used most of the time because it looks better and is more personal.

FREE: • In the Image Personalization • Full Color Ad • PDF Proof • Customer Service to make this project easy and successful

OPTIONS:

ADDRESSING AND MAILING: We can address each product for mailing by imprinting the product or printing envelopes or labels to go with each personalized product for a small additional charge. The charge should not exceed \$.15 per product (less for large orders). We can address AND MAIL for a small additional charge. Post cards are very economical and the customer just furnishes the excel spreadsheet and we do the rest.

SPECIAL DATES ON PAD: \$100.00 setup plus \$1.00 per date. Submit to our specifications.

START ANY MONTH: \$100.00 extra

Setup: \$65⁰⁰
Applies to all orders!

PROPER EXCEL SPREADSHEET FORMATTING - Only 1 per order

| A | B | C | D | E | F | G | H |
|------------|-----------|--------------|-------------|-----------|-------------|-------|-------|
| First_Name | Last_Name | Company_Name | Address_1 | Address_2 | City | State | Zip |
| John | Smith | Widget Inc | 101 Main St | Suite 2 | Greeneville | TN | 37743 |

For more Information, visit www.americancalendar.com/intheimage