

# ROCK YOUR CALENDAR PAD.. ..with Custom Color Graphics!

**NEW  
for 2011**

**Ad-A-Month Custom Calendar Pads  
give your calendar maximum impact  
with custom graphics front and back!**



**BACK SIDE  
IS PERFECT FOR COUPONS!**

**FULL  
COLOR!**

**on front only,  
or both sides!**



## Ad-A-Month Holidate™ 13-Month Calendar Pad

Fits any calendar that takes a 5 1/4" Holidate™ pad!  
Size: 5 1/4" x 1 1/8" • Style: 13-Month, 3 Months-in-View (2-Months-in-View if using Front Ad Space)  
Ad Space Sizes: Front 1 1/2" x 1 1/8" (1.281" x 1.125") • Back 4 7/8" x 1 1/4" (4.875" x 1.25")

PRICE EACH:	150	250	500	750	1000	2500	5000
AD-A-MONTH HOLIDATE ~ Front Ad Space Only (4/0)							7D
Thru 2010	\$ 1.00	0.71	0.49	0.43	0.38	0.32	0.31
AD-A-MONTH HOLIDATE ~ Front AND Back Ad Space (4/4)							7D
Thru 2010	\$ 1.23	0.94	0.72	0.66	0.62	0.55	0.54

ADDITIONAL SHEETS (TOPSHEETS, INSERTS, EXTRA MONTHS): 4/0-3¢ (D) each; 4/4-5¢ (D) each  
Price includes choice of number and accent colors, plus setup of one full color image per side from your supplied art files\*\*.



## Ad-A-Month 4"™ 13-Month Calendar Pad

Fits any calendar that takes a 4" pad!  
Size: 4" x 1 1/8" • Style: 13-Month, 3 Months-in-View (2-Months-in-View if using Front Ad Space)  
Ad Space Sizes: Front 1 1/16" x 1 1/16" (1.062" x 1.312") • Back 3 7/16" x 1 1/4" (3.437" x 1.25")

PRICE EACH:	150	250	500	750	1000	2500	5000
AD-A-MONTH 4"™ ~ Front Ad Space Only (4/0)							7D
Thru 2010	\$ 0.95	0.66	0.45	0.38	0.34	0.28	0.26
AD-A-MONTH 4"™ ~ Front AND Back Ad Space (4/4)							7D
Thru 2010	\$ 1.15	0.86	0.65	0.57	0.54	0.48	0.45

ADDITIONAL SHEETS (TOPSHEETS, INSERTS, EXTRA MONTHS): 4/0-3¢ (D) each; 4/4-5¢ (D) each  
Price includes choice of number and accent colors, plus setup of one full color image per side from your supplied art files\*\*.

## Ad-A-Month Mini 12-Month Calendar Pad

Fits any calendar that takes a Mini Memo pad!

Size: 4 3/8" x 3 1/4" • Style: 12-Month  
Ad Space Trim Sizes: Front\* 2 1/16" x 3 1/4" • Back 4 3/8" x 3 1/4"  
NOTE: Add 1/8" bleed on outer edges and keep "live" copy 3/16"-1/4" in from trim

Our "Scenic" Pad goes custom! Price includes choice of number and accent colors, plus setup of one full color image per side from your supplied art files\*\*. Choose full color printing on front only, or front AND back.

PRICE EACH:	150	250	500	750	1000	2500	5000
AD-A-MONTH MINI ~ Front Ad Space Only (4/0)							7D
Thru 2010	\$ 1.23	0.97	0.77	0.69	0.66	0.60	0.58
AD-A-MONTH MINI ~ Front AND Back Ad Space (4/4)							7D
Thru 2010	\$ 1.66	1.38	1.18	1.12	1.09	1.03	1.00

ADDITIONAL SHEETS (TOPSHEETS, INSERTS, EXTRA MONTHS): 4/0-6¢ (D) each; 4/4-9¢ (D) each  
\*NOTE: Staples will pierce top corners of image.



Calendar Advertising That Never Takes A Day Off!  
**AD-A-DAY®**  
www.ad-a-day.com

UPIC: AD-A-DAY PPAI: 111105 asi/31040 SAGE# 50243

\*\*Supplied art files must meet Ad-A-Day specifications. Orders requiring modification to supplied art, or extensive design work, will be charged at \$60(D) per hour (1/2 hour minimum).

# ROCK YOUR CALENDAR PAD... ..with Custom Color Upgrades!

**NEW  
for 2011**

**Take your calendar to the next level  
with these affordable color options!**



**FULL  
COLOR!**  
includes FREE  
back printing!

## Custom Full Color Topsheets includes FREE back printing!

Maximize the promotional value of your full color or imprinted calendar—add an attractive “teaser” cover to our most popular standard calendar pads.

Price includes setup of one full color image per side from supplied art files.\*\*

## Mini Memo, French Mini Memo, Scenic and History Pad Topsheets

Trim Size: 4 3/8" x 3 1/4" • Ad Copy Area/no bleed: 4" x 2 7/8"

Ad Copy Area/bleed\*: Add 1/8" outside of trim and keep “live” copy 3/16"-1/4" in from trim

## 5 1/4" Holdate™ Pad Topsheets

Trim Size: 5 1/4" x 1 5/8" • Ad Copy Area/no bleed: 4 7/8" x 1 1/4"

Ad Copy Area/bleed\*: Add 1/8" outside of trim and keep “live” copy 3/16"-1/4" in from trim

## 4" Pad Topsheets

Size: 4" x 1 1/8" • Ad Copy Area/no bleed: 3 3/8" x 1 1/4"

Ad Copy Area/bleed\*: Add 1/8" outside of trim and keep “live” copy 3/16"-1/4" in from trim

PRICE EACH:	150	250	500	750	1000	2500	5000
<b>COLOR TOPSHEETS ~ Calendar Pad Styles listed above (4/0 or 4/4)</b>							<b>7D</b>
<b>Thru 2010</b>	\$ 0.69	0.52	0.38	0.32	0.29	0.26	0.25

\*NOTE: On top-bleeding topsheets, staples will pierce upper corners of image.

\*\*Supplied art files must meet Ad-A-Day specifications. Orders requiring modification to supplied art, or extensive design work, will be charged at \$60(D) per hour (1/2 hour minimum).

**Want BOTH custom topsheet AND custom color scheme?  
SAVE MONEY by ordering a custom “Ad-A-Month” pad! (p.1)**



**ANY OF THESE CALENDAR PAD  
STYLES CAN BE CUSTOMIZED  
WITH YOUR COLORS!**

## Custom Color Scheme Calendar Pads

Ever wished you could choose your own colors for your calendar pad? Now you can! It's a great way to play up an event theme, promote a product or build a brand!

No art files needed! Price includes setup of one dark color and one accent color\*. Available on pads shown at left.

PRICE EACH:	150	250	500	750	1000	2500	5000
<b>CUSTOM COLOR SCHEME ~ Mini-Memo Pad (English or French)</b>							<b>7D</b>
<b>Thru 2010</b>	\$ 1.23	0.97	0.77	0.69	0.66	0.60	0.58
<b>CUSTOM COLOR SCHEME ~ 5-1/4" Holdate™ Pad (English or French)</b>							<b>7D</b>
<b>Thru 2010</b>	\$ 1.00	0.71	0.49	0.43	0.38	0.32	0.31
<b>CUSTOM COLOR SCHEME ~ 4" Pad (English Only)</b>							<b>7D</b>
<b>Thru 2010</b>	\$ 0.95	0.66	0.45	0.38	0.34	0.28	0.26

\*NOTE: Smallest type on pad must print in black to maintain legibility.



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