

MINIMUM QUANTITIES AS LOW AS 50 PIECES!

2009 SELLING SEASON

# Advertising Calendar Annual

Calendar Advertising That Never Takes A Day Off!  
**AD-A-DAY**  
2010 CATALOG

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

# 28

pages of  
**USA-MADE**  
**ADVERTISING**  
**PRODUCTS**  
Low 150 minimum  
on most items!

# COOL

# NEW

# COLOR

# DESK

# CALENDARS

Get the look  
you want!  
**CLASSIC,**  
**CONTEMPORARY**  
or **CUSTOM**



introducing our  
*Award Winning*  
**14-MONTH**  
**BUSINESS**  
**PLANNER!**  
see page 16

PRICE \$2.00 US

# ADVERTISING CALENDARS

## VERSATILE VALUE

Talk about value... Ad-A-Day advertising calendars have been perennial favorites for over 60 years — in fact, more than 80% of people who buy from us become repeat customers for

an average of ten years! While we continue to offer tried and true classics like our 5 Rite-A-Dex, Giant Memo Planner and die-cut “Sales Vehicles,” the evolution of digital printing lets us offer great prices, low minimums and even personalized imprinting on custom full color items. Check out all of our cool products — or call with your ideas. We truly have something for everyone!



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### OUR QUALITY PLEDGE:

*Ad-A-Day is a veteran-owned business that is committed to providing you with the highest-quality, American-made calendars and superb customer service — as we have for over 60 years. We continually strive to lead the industry with innovative items such as our patented Paper Holder Desk Accessories, exclusive full-color custom wall and desk calendars, die cuts and planners. We can work with you to create unique, customized items that will fulfill your marketing objectives — without breaking your budget!*



## WHAT'S HOT for 2010!

THE NEW **SLIMLINE**  
**CUSTOM COLOR DESK CALENDAR —**  
**MAILS AT STANDARD LETTER RATE!**  
 See page 5 for details.



### CUSTOM COLOR TOPSHEETS

add impact to your calendar for maximum promotional value!  
 Available with any calendar order — call us for a quote.

## AWARENESS RIBBON CALENDARS

# CUSTOM COLOR for Your Cause

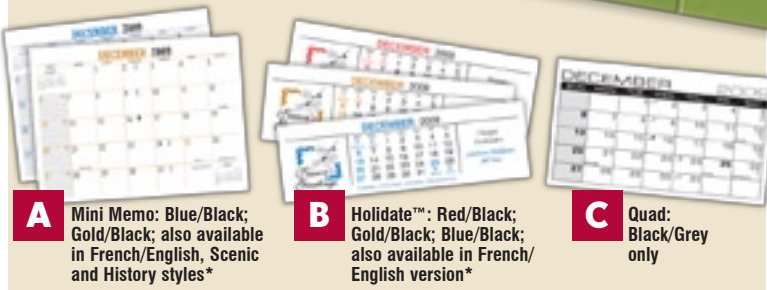
Put the power of color to work for your cause! These custom, easel-back die cut calendars are perfect for fund-raising, sports boosters, even political promotions. With a messenger like this, your statement will come across loud and clear.



Back Views of Awareness Ribbon Calendars

**CUSTOM COLOR FRONT & BACK!**

### AWARENESS RIBBON CALENDAR PAD CHOICES



**A** Mini Memo: Blue/Black; Gold/Black; also available in French/English, Scenic and History styles\*

**B** Holidate™: Red/Black; Gold/Black; Blue/Black; also available in French/English version\*

**C** Quad: Black/Grey only

**ADD A CUSTOM COLOR TOPSHEET**  
to your calendar for maximum promotional value — call us for a quote!

## Custom Full Color Awareness Ribbon Calendar

ITEM NO. 7740 • Size: 6¼" x 4¾" • Approx. Wt.: 11 lbs./100  
Ad Copy Area depends on choice of Calendar Pad:

- [A]** Mini Memo\* (4¾", 13 month, 3-months-in-view): Ad Copy Area 3¾" x ¾"
- [B]** Holidate™\*\* (5¼", 13 month, 3-months-in-view): Ad Copy Area 3¾" x 2¾"
- [C]** Quad (4¾", 13 month): Ad Copy Area 3¾" x 1¼"

Standard pricing includes full color front and back, plus your choice of standard calendar pads (see illustration above). Supply your own artwork or choose from our stock background and ribbon colors.

PRICE EACH:	150	250	500	750	1000	2500	5000
<b>7740 AWARENESS RIBBON</b>							<b>3A4B</b>
All Year	\$ 2.73	2.50	2.33	2.07	2.01	1.92	1.69

OPTIONS: CUSTOM DESIGN, TOPSHEETS, PERSONALIZATION; please call for quote.  
FREE IMPRINTED ENVELOPES UNTIL June 1st (Min. Order 300)

\* Mini Memo and Holidate™ Calendar Pads available in several styles and colors; additional charge for deluxe designs. See pages 24-25.

For free imprinted envelopes, orders must be factory ready with complete copy by 6/1/09 and must ship by 9/8/09. No exceptions. After 6/1/09 plain envelopes are included; see page 27 for prices on imprinted envelopes.

### WHAT'S THE COLOR OF YOUR CAUSE?

- |  |  |   |  |
|--|--|---|--|
| <b>PUZZLE</b><br>Autism  | <b>LIME GREEN</b><br>Lyme Disease<br>Lymphoma  | <b>DARK BLUE</b><br>Child Abuse<br>Colon Cancer<br>Crime Victims' Rights<br>Arthritis<br>Myositis | <b>PURPLE</b><br>Children with Disabilities<br>Domestic Violence<br>Pancreatic Cancer<br>Animal Abuse<br>Cystic Fibrosis<br>Fibromyalgia |
| <b>PINK</b><br>Breast Cancer   | <b>GREEN</b><br>Organ & Tissue Donor<br>Environment<br>Bipolar Disorder<br>Kidney Cancer<br>Depression | <b>PERIWINKLE</b><br>Eating Disorders<br>Pulmonary Hypertension<br>Stomach Cancer                 | <b>GREY</b><br>Diabetes<br>Brain Cancer<br>Asthma  |
| <b>RED</b><br>AIDS/HIV<br>Drunk Driving<br>Substance Abuse<br>Heart Disease                      | <b>ORANGE</b><br>Hunger Awareness<br>Leukemia  | <b>TEAL</b><br>Ovarian Cancer<br>Sexual Violence<br>Cervical Cancer<br>Uterine Cancer             | <b>SILVER</b><br>Parkinson's Disease<br>Elder Abuse  |
| <b>YELLOW</b><br>POW/MIA<br>Military Support<br>Missing Children<br>Spina Bifida<br>Liver Cancer | <b>LIGHT BLUE</b><br>Prostate Cancer<br>Lymphedema<br>Thyroid Disease                                  | <b>LAVENDER</b><br>Lupus<br>Alzheimer's Disease<br>Cancer Awareness<br>Epilepsy<br>Rett Syndrome  |  |

# CUSTOM COLOR CLASSIC SHAPES

A new take on a proven classic! These custom full-color desk calendars will brighten up anyone's space with your logo and design. We've got choices to fit any budget, including our new Slimline calendar—weighing in at just under 1 ounce, it's truly a First Class product!



**A-B SLANTED FRONT CUSTOM COLOR DESK CALENDARS** feature a vertical advertising header, slanted calendar panel and flush back with built-in Slide Lock™ easel. Your graphics wrap the entire piece for maximum visual impact! (Ad copy area indicated in item descriptions).



**CUSTOM COLOR FRONT & BACK!**

**A NEW! 6-FC** with Midi Memo calendar pad has a low profile yet plenty of room for notations

**AD-A-DAY®** IS THE **ONLY US COMPANY** THAT MAKES **CUSTOM COLOR EASEL-BACK DESK CALENDARS!**



**B**

**A NEW! 6-FC Custom Full Color**

Size: 6" x 4½" • Ad Copy Area: 5½" x 1" • Approx. Wt.: 12½ lbs./100  
Calendar Pad: 6" 13 month, 3-months-in-view Midi Memo (Red/Black only)

Our new "Low Rider" features the Midi Memo calendar pad. Price includes full color printing from your artwork on both sides, plus your choice of linen-finish backing color.

ITEM NO.	BACKING COLOR	ITEM NO.	BACKING COLOR
7451FC	Red	7452FC	Black

**B Custom Full Color 5600 Rite-A-Date**

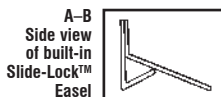
Size: 5½" x 5½" • Ad Copy Area: 4¾" x 1¼" • Approx. Wt.: 11 lbs./100  
Choice of Calendar Pad: 4¾" 13 month, 3-months-in-view Mini Memo\*, OR 4¾" 13 month Quad Pad (Additional Ad Copy Area below pad: 4¾" x 5/16")

Our popular classic, the 5 Rite-A-Dex, goes contemporary! Price includes full color printing from your artwork on both front and back, Mini Memo\* or Quad Calendar Pad, and linen-finish backing in red or black.

ITEM NO.	BACKING COLOR	ITEM NO.	BACKING COLOR
7451	Red	7452	Black

\*Mini Memo Calendar Pads available in several styles and colors. See page 24.

**B 5600 Rite-A-Date** with optional Quad calendar pad has space for one line of ad copy at bottom



**CUSTOM COLOR FRONT & BACK!**

PRICE EACH:	150	250	500	750	1000	2500	5000
<b>Set-up Charge \$60 (D) for any item on this page, any quantity</b>							
<b>[A] 6-FC CUSTOM FULL COLOR</b>							<b>2A2B2CD</b>
To June 1	\$ 2.80	2.71	2.23	2.20	1.91	1.87	1.69
After June 1	\$ 3.08	2.98	2.45	2.42	2.10	2.06	1.86
<b>[B] CUSTOM FULL COLOR 5600 RITE-A-DATE</b>							<b>3A3BC</b>
To June 1	\$ 2.46	2.38	2.17	1.93	1.74	1.64	1.46
After June 1	\$ 2.71	2.62	2.39	2.12	1.91	1.80	1.61

OPTIONS: CUSTOM DESIGN, TOPSHEETS, PERSONALIZATION; please call for quote. FREE IMPRINTED ENVELOPES UNTIL June 1st (Min. Order 300)

# CUSTOM COLOR DESK CALENDARS

**QUALITY CONT**  
COMPUTER INFORMATION SYSTEMS  
1-793-555-0154 WWW.QUALITYCONTLINE.COM  
MADE IN THE USA

**DECEMBER 2009**

**Community Promotions**  
Promoting the Best of Community!

**YOUR CHOICE OF 3 CALENDAR PAD STYLES PLUS FREE UPGRADE to our Deluxe History, Scenic or French Mini Memo Designs**

**Mini Memo Pad**

**Quad Pad**

**4" Pad**

**C-F FLAT FRONT CUSTOM COLOR DESK CALENDARS** including the **NEW 1oz.** mailing weight *Slimline* feature built-in easels and a variety of calendar pads.



**MEXICO Resort & Spa**

**DECEMBER 2009**

Happy Holidays  
Celebrate Holidays All Year

**SPYRALTAP**  
INTERACTIVE GAMING CORP.  
www.spyraltap.com  
Ad A Day® PPA 111106 ad31040 STYLE 7407 Full Color Mail

**December 2009**

**CUSTOM COLOR FRONT & BACK!**

INTRODUCING THE **NEW**  
**SLIMLINE**  
**OUR CUSTOM COLOR DESK CALENDAR DELIVERS YOUR MESSAGE—AND MAIls AT USPS STANDARD LETTER RATE!**

## C Custom Full Color Versamax

**ITEM NO. 7438** • Size: 4¾" x 4¾" • Approx. Wt.: 7½ lbs./100

Ad Copy Area depends on choice of Calendar Pad:

Mini Memo\* (4¾", 13 month, 3-months-in-view): Ad Copy Area 4¾" x 1"

Quad (4¾", 13 month, 3-months-in-view): Ad Copy Area 4¾" x 1½"

4" (13 month, 3-months-in-view): Ad Copy Area 4¾" x 2"

Full color printing on front only. Choice of three Calendar Pad styles for the ad copy area you want. **FREE UPGRADE** to one of our Deluxe Designs!

## D Custom Full Color

**ITEM NO. 7437** • Size: 6¾" x 4¾" • Ad Copy Area: 5¾" x 2" • Approx. Wt.: 9½ lbs./100

Calendar Pad: 5¼" 13 month, 3-months-in-view Holidate™\*\*

Standard pricing includes full color printing from your artwork on front only.

## E Custom Full Color Midi

**ITEM NO. 7497** • Size: 6¾" x 4¾" • Ad Copy Area: 6" x 1½" • Approx. Wt.: 12 lbs./100

Calendar Pad: 6" 13 month, 3-months-in-view Midi Memo (Red/Black only)

Standard pricing includes full color printing from your artwork on both sides.

## F NEW! 1-oz. Mailing Weight Custom Full Color Slimline

**ITEM NO. 7444** • Size: 5¼" x 3½" • Ad Copy Area: 4¾" x 1¾" • Approx. Wt.: 6½ lbs./100

Calendar Pad: 5¼" 13 month, 3-months-in-view Holidate™\*\*

Our newest and most economical Custom Color item. Standard pricing includes full color printing from your artwork on both front and back.

\*Mini Memo and Holidate™ Calendar Pads available in several styles and colors. See page 24–25.

**Laughing Dolphin**  
graphic design  
print • web • multimedia  
142 Beachview Lane, Key Largo, FL  
305.556.0187 • www.laughingdolphin.com

**DECEMBER 2009**

Happy Holidays  
Celebrate Holidays All Year

**Award Winning**  
Voted "Best Bang for Your Buck" by Distributors at ASI New York!

**BEST BANG FOR YOUR BUCK**

**FITS INTO A 6¾ ENVELOPE (INCLUDED) MEETS ALL USPS FIRST CLASS MAIL REQUIREMENTS!**

PRICE EACH:	150	250	500	750	1000	2500	5000
<b>Set-up Charge \$60 (D) for any item on this page, any quantity</b>							
<b>[C] 7438 CUSTOM FULL COLOR VERSAMAX 4A2BC</b>							
To June 1	\$ 2.43	2.31	2.21	2.11	1.69	1.55	1.36
After June 1	\$ 2.67	2.54	2.43	2.32	1.86	1.71	1.50
<b>[D] 7437 CUSTOM FULL COLOR 3A3BC</b>							
To June 1	\$ 2.59	2.52	2.30	2.05	1.86	1.74	1.55
After June 1	\$ 2.85	2.77	2.53	2.26	2.05	1.91	1.71
<b>[E] 7497 CUSTOM FULL COLOR MIDI 3A3BC</b>							
To June 1	\$ 2.65	2.57	2.37	2.11	1.91	1.80	1.61
After June 1	\$ 2.92	2.83	2.61	2.32	2.10	1.98	1.77
<b>[F] 7444 CUSTOM FULL COLOR SLIMLINE 5A2B</b>							
To June 1	\$ 1.49	1.42	1.27	1.24	1.20	1.14	0.95
After June 1	\$ 1.64	1.56	1.40	1.36	1.32	1.25	1.05

OPTIONS: CUSTOM DESIGN, TOPSHEETS, PERSONALIZATION; please call for quote.  
FREE IMPRINTED ENVELOPES UNTIL June 1st (Min. Order 300)

For early pricing and free imprinted envelopes, orders must be factory ready with complete copy by 6/1/09 and must ship by 9/8/09. No exceptions.  
After 6/1/09 plain envelopes are included; see page 27 for prices on imprinted envelopes.

# COLOR DIE CUTS

## High Mileage SALES VEHICLES

These fun, easel-back color die cuts really go the distance! Park one of these Sales Vehicles in someone's home or office and get GREAT MILEAGE for your advertising dollar. From panel trucks to golf carts, garbage trucks to limousines — your ad keeps working 24/7.



**7714 TRACTOR-TRAILER / 7714-F CUSTOM**  
 Size: 8½" x 3¾" • Ad Copy Area: 5½" x 1¼"  
 Approx. Wt.: 9 lbs./100

### A-B GO STANDARD OR CUSTOM ON OUR FULL COLOR DIE CUT TRADE CALENDARS—GET FREE SET-UP\*\*!

Choose from a variety of die-cut shapes, then color it standard or custom.

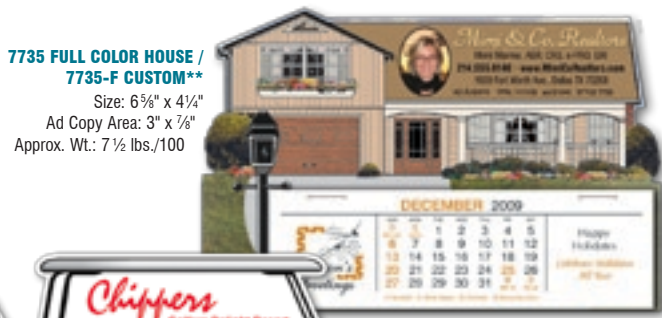
All Die Cuts shown on pages 6–7 feature our patented built-in Bridge Hinge easel.



**7721 LIMOUSINE / 7721-F CUSTOM**  
 Size: 8" x 3¾" • Ad Copy Area: 1½" x 1¾" (plus contact line and logo or slogan on limo)  
 Approx. Wt.: 8 lbs./100



**7713 STEP VAN / 7713-F CUSTOM**  
 Size: 7½" x 3¾" • Ad Copy Area: 3¾" x 1½"  
 Approx. Wt.: 7½ lbs./100



**7735 FULL COLOR HOUSE / 7735-F CUSTOM\*\***  
 Size: 6¾" x 4¼"  
 Ad Copy Area: 3" x ¾"  
 Approx. Wt.: 7½ lbs./100



**7716 GOLF CART / 7716-F CUSTOM\*\***  
 Size: 6¾" x 4" • Ad Copy Area: 3" x ¾"  
 Approx. Wt.: 7 lbs./100

### A Standard Color Die Cuts

See illustrations for item number, size, ad copy area and weight. Most items fit into #10 envelope. Calendar Pad: 5¼" 13 month Holiday™\*; Golf Cart and Garbage Truck have 4" 13 month pad

Pricing includes free set-up of your choice of two standard colors for background and accents (colors on page 7); Full Color House and Golf Cart available only in colors shown (see B below for customizing these items).

### B Custom Color Die Cuts

See illustrations for item number, size, ad copy area and weight. Most items fit into #10 envelope. Calendar Pad: 5¼" 13 month Holiday™\*; Golf Cart and Garbage Truck have 4" 13 month pad

All die cut shapes shown can be fully customized. Prices include full color printing using your colors or artwork, plus free set-up for any existing shape except Full Color House and Golf Cart\*\*.

PRICE EACH:	150	250	500	750	1000	2500	5000
<b>[A] 7000 SERIES STANDARD COLOR DIE CUTS</b>							
To June 1	\$ 2.46	2.25	2.09	1.84	1.74	1.68	1.46
After June 1	\$ 2.71	2.48	2.30	2.02	1.91	1.85	1.61
<b>[B] 7000-F SERIES CUSTOM COLOR DIE CUTS**</b>							
To June 1	\$ 2.88	2.79	2.58	2.26	2.19	1.99	1.75
After June 1	\$ 3.17	3.07	2.84	2.49	2.41	2.19	1.93

OPTIONS: CUSTOM DIE SHAPE, DESIGN, TOPSHEETS, PERSONALIZATION; CALL FOR QUOTE. FREE IMPRINTED ENVELOPES UNTIL June 1st (Min. Order 300)

\*Holiday™ Calendar Pads available in several styles and colors. See page 25.  
 \*\*Full Color House and Golf Cart require set-up fee to customize. Call for quote.

CHOOSE  
A SHAPE  
Color it  
STANDARD  
or CUSTOM



**STANDARD:**  
Choose two colors from our standard palette for your background and accent color.



**CUSTOM:**  
Match your customer's graphics and color palette — it only costs a little more! Let us customize it for you (as on Ultra Clean van above), OR supply your own art and create a vehicle that's as detailed and colorful as you want (as on Fresh Express van at left)!



**7710 UTILITY VAN / 7710-F CUSTOM**  
Size: 8 7/8" x 3 7/8" • Ad Copy Area: 4 3/4" x 1 1/4"  
Approx. Wt.: 8 lbs./100

**DON'T SEE THE SHAPE YOU WANT?**  
We can work with you to create any shape.  
See page 26 for ideas!

**7715 DUMP TRUCK / 7715-F CUSTOM**  
Size: 8" x 3 3/8" • Ad Copy Area: 3 1/4" x 3/4"  
Approx. Wt.: 7 1/2 lbs./100



**7722 GARBAGE TRUCK / 7722-F CUSTOM**  
Size: 9" x 4" • Ad Copy Area: 2 7/8" x 1"  
Approx. Wt.: 7 1/2 lbs./100



**7711 CEMENT TRUCK / 7711-F CUSTOM**  
Size: 8 1/4" x 4 1/2" • Ad Copy Area: 2 3/4" x 1 1/4"  
Approx. Wt.: 7 1/2 lbs./100



**7718 BOX TRUCK / 7718-F CUSTOM**  
Size: 7 7/8" x 4"  
Ad Copy Area: 5 1/8" x 1 1/4"  
Approx. Wt.: 7 1/2 lbs./100



**7712 TANKER TRUCK / 7712-F CUSTOM**  
Size: 8 5/8" x 3 1/2" • Ad Copy Area: 5 1/4" x 1"  
Approx. Wt.: 7 1/2 lbs./100



**7717 AMBULANCE / 7717-F CUSTOM**  
Size: 8 7/8" x 4" • Ad Copy Area: 4" x 1"  
Approx. Wt.: 8 lbs./100

 **ALL OF OUR PRODUCTS ARE PROUDLY MADE IN THE USA!**

# DESK ACCESSORY CALENDARS

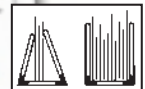
## UPDATED CLASSICS

Classic desktop calendars with a contemporary twist. These hard-working little calendars also help you stay organized — every day of the year! Our patented Sta-Put® Adjustable Aluminum Hinge lets you adjust the angle of the panels. It's a whole new slant on a classic product!

**A-D PAPER HOLDERS** from economical to deluxe, all featuring two or more Sta-Put® Adjustable Aluminum Hinges for a superior product that's guaranteed to last all year.



7476A Patriotic (Inside Only) 6230AC Stamps (Inside/Outside)



### A VIP Deskretary®

Size: 6" x 8 1/4" (2 1/2" base) • Imprint Area: 5 1/2" x 1 1/8" • Approx. Wt.: 12 lbs./100

Leatherette-bound paper holder comes in a variety of colors and patterns.

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
6230AC Maroon/Gold Stamps	Gold	6419A Woodgrain	Gold
6400A White/Blue	Blue	6425A White/Gold	Gold
6418AC Maroon	Gold	7476A Patriotic White/Red	Red

### B DSF Desk Organizer

Size: 6" x 8 7/8" (2 5/8" base) • Imprint Area: 5 1/2" x 1" • Approx. Wt.: 22 lbs./100

Leatherette-bound organizer with four Sta-Put® Adjustable Aluminum Hinges that create three sections for stamps, bills, notepaper, etc.

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
6513 Woodgrain	Gold	6521 Black	Gold
6514C Maroon	Gold		

### C HIA Deskretary®

Size: 5 3/4" x 8 1/4" (2 1/2" base) • Imprint Area: 5 1/2" x 1 1/8" • Approx. Wt.: 11 lbs./100

Our most economical paper holder with unbound Leatherette exterior.

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
7457 Maroon	Gold	7356A Black	Gold
7081A White	1 Standard Color*	7082A Woodgrain	Gold

### D PH-II Paper-U-Holder

Size: 6 1/2" x 8 3/4" (2 5/8" base) • Imprint Area: 6" x 1 1/2" • Approx. Wt.: 13 lbs./100

This handsome paper holder is bound with Leatherette and an attractive foil paper featuring British postage stamps.

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
6800 Blue/Silver Stamps	Silver	6802 Maroon/Gold Stamps	Gold
6801 Maroon/Silver Stamps	Silver		

\*Standard Imprint Colors: Black, Red, Green, Blue or Maroon

\*\*Holiday Calendar Pads available in several styles and colors. See page 25.

PRICE EACH:	150	250	500	750	1000	2500	5000
<b>[A] VIP DESKRETARY®</b>							<b>4AB2C</b>
To June 1	\$ 3.16	3.06	2.88	2.85	2.49	2.22	2.16
After June 1	\$ 3.48	3.37	3.17	3.14	2.74	2.44	2.38
<b>[B] DSF DESK ORGANIZER</b>							<b>4ABCD</b>
To June 1	\$ 4.06	3.94	3.67	3.58	3.12	2.82	2.53
After June 1	\$ 4.47	4.33	4.04	3.94	3.43	3.10	2.78
<b>[C] HIA DESKRETARY®</b>							<b>4AB2C</b>
To June 1	\$ 2.34	2.26	2.13	2.08	1.75	1.59	1.53
After June 1	\$ 2.57	2.49	2.34	2.29	1.93	1.75	1.68
<b>[D] PH-II PAPER-U-HOLDER</b>							<b>4ABCD</b>
To June 1	\$ 3.37	3.28	3.09	3.02	2.64	2.40	2.18
After June 1	\$ 3.71	3.61	3.40	3.32	2.90	2.64	2.40

FREE IMPRINTED ENVELOPES UNTIL June 1st (Min. Order 300)

For early pricing and free imprinted envelopes, orders must be factory ready with complete copy by 6/1/09 and must ship by 9/8/09. No exceptions. After 6/1/09 plain envelopes are included; see page 27 for prices on imprinted envelopes.



# IMPRINTED DESK CALENDARS



**E**



Upgrade to our Exclusive History or Scenic Calendar Pad! See pages 24-25 for pricing.

**G**



**F**



## E-H ADJUSTABLE ANGLE ORGANIZERS

have a shorter back panel for angled front support, or for holding smaller items such as business cards or small note-pads. All feature our patented Sta-Put® Adjustable Aluminum Hinge.

**R Memo Diary** with refillable calendar pad pocket can be used year after year!



**H**



Upgrade to our French/English Calendar Pad! See pages 24-25 for pricing.

## E BQ Deskretary®

Size: 6 1/2" x 11 1/2" (3 1/2" base) Shipped folded in half • Imprint Area: 6" x 1 1/8"  
Approx. Wt.: 21 lbs./100 • Calendar Pad: 13 month, 3-months-in-view, Maroon/Black Maxi Memo  
Our largest adjustable angle organizer features the Maxi Memo calendar pad with plenty of space for important dates. Leatherette-bound covering.

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
6092 Woodgrain.....	Gold	6094 Black.....	Gold
6093 White/Blue.....	Blue	6096C Maroon.....	Gold

## F RQ Deskretary®

Size: 5 1/4" x 8 1/16" (2 1/2" base) Shipped folded in half • Imprint Area: 4 3/4" x 1"  
Approx. Wt.: 10 lbs./100 • Calendar Pad: 4 3/8", 13 month, 3-months-in-view Mini Memo\*\*  
Item 6622 White also available with 4 3/4" x 2 3/4" Quad Pad for larger 4 3/4" x 1 1/2" Imprint Area  
Leatherette-bound organizer with optional calendar pad sizes and styles.

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
6510 Woodgrain.....	Gold	6623C Maroon.....	Gold
6519 White/Blue.....	Blue	6624 Blue.....	Gold
6622 White.....	1 Standard Color*		

## G PH Paper-U-Holder

Size: 6 1/2" x 8 3/4" (2 5/8" base) • Imprint Area: 1 13/16" x 2 3/4"  
Approx. Wt.: 19 lbs./100 • Calendar Pad: 4 3/8", 13 month, 3-months-in-view Mini Memo\*\*  
Leatherette-bound, wide-format paper holder with vertical imprint area on right side.

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
6246 White.....	1 Standard Color*	7480 Green.....	Gold

## H R Memo Diary

Size: 5 5/16" x 10 5/16" (2 5/8" base) • Imprint Area: 4 3/4" x 1"  
Approx. Wt.: 13 lbs./100 • Calendar Pad: 4 3/8", 13 month, 3-months-in-view Mini Memo\*\*  
Our popular "R" model has a flick-forward phone index, a refillable calendar pad pocket, and a single Sta-Put® Adjustable Aluminum Hinge for support.

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
6241C Maroon.....	Gold	6242 Black.....	Gold
6248C Blue.....	Silver		

\*Standard Imprint Colors: Black, Red, Green, Blue or Maroon

\*\*Mini Memo Calendar Pads available in several styles and colors. See page 24.

## What is Ephemera?

Derived from Greek, meaning things lasting no more than a day, **ephemera** refers to written and printed matter not intended to be retained or preserved. Over the years, such items have become collectible due to their cultural and historical significance as well as their transitory nature; these include baseball cards, bookmarks, calendars, catalogs, greeting cards, letters, pamphlets, photographs, postcards, posters, tickets and trade cards.

PRICE EACH:	150	250	500	750	1000	2500	5000
<b>[E] BQ DESKRETARY®</b>							<b>4AB2C</b>
To June 1	\$ 3.46	3.39	3.26	3.22	2.81	2.56	2.52
After June 1	\$ 3.81	3.73	3.59	3.54	3.09	2.82	2.77
<b>[F] RQ DESKRETARY®</b>							<b>4A3B</b>
To June 1	\$ 2.45	2.37	2.19	2.15	1.86	1.84	1.81
After June 1	\$ 2.70	2.61	2.41	2.37	2.05	2.02	1.99
<b>[G] PH PAPER-U-HOLDER</b>							<b>4ABCD</b>
To June 1	\$ 3.36	3.25	3.09	3.04	2.66	2.41	2.18
After June 1	\$ 3.70	3.58	3.40	3.34	2.93	2.65	2.40
<b>[H] R MEMO DIARY</b>							<b>3A4B</b>
To June 1	\$ 3.53	3.42	3.20	2.84	2.76	2.61	2.41
After June 1	\$ 3.88	3.76	3.52	3.28	3.04	2.87	2.65

FREE IMPRINTED ENVELOPES UNTIL June 1st (Min. Order 300)

For early pricing and free imprinted envelopes, orders must be factory ready with complete copy by 6/1/09 and must ship by 9/8/09. No exceptions. After 6/1/09 plain envelopes are included; see page 27 for prices on imprinted envelopes.

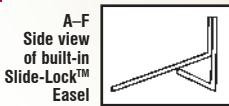
# IMPRINTED DESK CALENDARS

## TIME-HONORED CLASSICS

"Less is more," proclaimed Architect Mies van der Rohe. If you're a style minimalist, you'll love these original Ad-A-Day desk calendars. No frills or gimmicks — just a simple way to remind your clients that you'll still be there long after your trendy competitors have come and gone.



**A**



**A-C BASIC DESK CALENDARS** in three different sizes feature built-in Slide Lock™ easels and economical, partially-bound Leatherette covers in a variety of color combinations that can be either foil-stamped or printed.



**B**

**C**

**MADE IN THE USA**  
ALL OF OUR PRODUCTS ARE MADE WITH PRIDE IN THE USA!

### **A** S-62 Stand-O-Matic

Size: 6½" x 7¼" • Imprint Area: 5¾" x 2½" • Approx. Wt.: 18 lbs./100  
Calendar Pad: 6", 13 Month, 3-months-in-view Maxi Memo (Maroon/Black only)

The Big Daddy of all our desk calendars. Large ad space comfortably fits nine lines of text or its equivalent in graphics for maximum impact.

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
7095 White.....	1 Standard Color*	7045 Black/White.....	Gold
7045 White/Black.....	Black		

### **B** S-645 Stand-O-Matic

Size: 6¾" x 5¾" • Imprint Area: 5¾" x 1" • Approx. Wt.: 12½ lbs./100  
Calendar Pad: 6", 13 Month, 3-months-in-view Maxi Memo (Maroon/Black only)

Similar to the S-62 but with a shorter ad area and greater choice of colors. Features our largest desk calendar pad, the Maxi Memo.

STAMPED COLORS			
ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
7058 Black/White.....	Gold	7155 Blue/White.....	Gold
7156 Maroon/White.....	Gold	7178 Woodgrain/Ivory.....	Gold
7420 Red/White.....	Gold		

PRINTED COLORS (INCLUDES PHONE INDEX PRINTED UNDER PAD)			
ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
7058 White/Black.....	Black	7155 White/Blue.....	Blue
7156 White/Maroon.....	Maroon	7176 White.....	1 Standard Color*
7178 Ivory/Woodgrain.....	Brown	7420 White/Red.....	Red

\*Standard Imprint Colors: Black, Red, Green, Blue or Maroon  
\*\*Mini Memo Calendar Pads available in several styles and colors. See page 24.

### **C** 5 Rite-A-Dex

Size: 5¼" x 5½" • Imprint Area: 4¾" x 1" • Approx. Wt.: 11½ lbs./100  
Calendar Pad: 4¾", 13 Month, 3-months-in-view Mini Memo\*\*

Our most popular small calendar is available in 17 color combinations to complement your brand colors. For full-color version see item 5600 on page 4.

STAMPED COLORS			
ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
7172C Maroon/White.....	Gold	7175 Woodgrain/Ivory.....	Gold
7203 Red/White.....	Gold	7209 Blue/White.....	Gold
7210 Black/Gold.....	Gold	7391 White/Gold.....	Gold
7454 Green/White.....	Gold	7458 Black/White.....	Gold

PRINTED COLORS (INCLUDES PHONE INDEX PRINTED UNDER PAD)			
ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
7172C White/Maroon.....	Maroon	7174 White.....	1 Standard Color*
7175 Ivory/Woodgrain.....	Brown	7203 White/Red.....	Red
7209 White/Blue.....	Blue	7210 Gold/Black.....	Black
7391 Gold/White.....	Black	7454 White/Green.....	Green
7458 White/Black.....	Black		

PRICE EACH:	150	250	500	750	1000	2500	5000
<b>[A] S-62 STAND-O-MATIC</b>							<b>4ABCD</b>
To June 1	\$ 3.02	2.88	2.71	2.65	2.57	1.99	1.79
After June 1	\$ 3.32	3.17	2.98	2.92	2.83	2.19	1.97
<b>[B] S-645 STAND-O-MATIC</b>							<b>4ABCD</b>
To June 1	\$ 2.92	2.75	2.60	2.58	2.25	1.95	1.75
After June 1	\$ 3.21	3.03	2.86	2.84	2.48	2.15	1.93
<b>[C] 5 RITE-A-DEX</b>							<b>4ABCD</b>
To June 1	\$ 2.13	2.08	1.90	1.86	1.62	1.43	1.30
After June 1	\$ 2.34	2.29	2.09	2.05	1.78	1.57	1.43

FREE IMPRINTED ENVELOPES UNTIL June 1st (Min. Order 300)

# IMPRINTED DESK CALENDARS

**D-G PHONE INDEX DESK CALENDARS** in medium and small sizes feature a handy, flick-forward phone index, Leatherette cover and built-in easel.

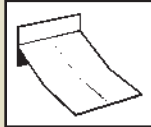


**D**

Scenic Calendar Pad available at extra cost. See page 24.



**F**



D-G All feature a handy flick-forward phone index

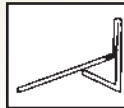


**E**



**Gold AA Award** features extra embossing on copy panel

**G**



Base features Sta-Put® Aluminum Hinged Easel for superior performance

## D SR Rite-A-Date

Size: 6½" x 6¼" • Imprint Area: 5½" x 1½" • Approx. Wt.: 19½ lbs./100  
Calendar Pad: 6", 13 Month, 3-months-in-view Maxi Memo (Maroon/Black only)

A medium-sized calendar like the S-645 with the addition of a flick-forward phone index and Maxi Memo calendar pad. Partially-bound Leatherette cover.

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
7116 White/Green	Green	7147 White	1 Standard Color*
7152 White/Blue	Blue	7158 Gold/Black	Black

## E WC-G World Calendar

Size: 6½" x 6¾" • Imprint Area: 6" x 1" • Approx. Wt.: 24 lbs./100  
Calendar Pad: 6", 13 Month, 3-months-in-view Maxi Memo (Maroon/Black only)

Our premium quality, medium-sized slant front desk calendar is completely bookbound and features the flick-forward phone index. Patented Sta-Put® Adjustable Aluminum Hinge easel provides solid writing support.

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
6457 White	1 Standard Color*	6458 Woodgrain	Gold

## F 55 Standard Rite-A-Dex

Size: 5¼" x 5¾" • Imprint Area: 4¾" x 1" • Approx. Wt.: 13 lbs./100  
Calendar Pad: 4¾", 13 Month, 3-months-in-view Mini Memo\*\*

A small desk calendar just like our popular 5 Rite-A-Dex, with the addition of a flick-forward phone index.

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
7129 Ivory/Woodgrain	Brown	7131 White	1 Standard Color*
7134 White/Green	Green	7135C White/Maroon	Maroon
7142 White/Blue	Blue	7430 White/Gold	Black

\*Standard Imprint Colors: Black, Red, Green, Blue or Maroon

\*\*Mini Memo Calendar Pads available in several styles and colors. See page 24.

## G AA Award

Size: 5¼" x 5¾" • Imprint Area: 4½" x 1" • Approx. Wt.: 14 lbs./100  
Calendar Pad: 4¾", 13 Month, 3-months-in-view Mini Memo\*\*

This premium small desk calendar is completely bookbound, with elegant embossing around the recessed phone index (Gold AA Award is also embossed around imprint area, as shown in inset above). Features the Sta-Put® Adjustable Aluminum Hinge easel that's guaranteed to last all year.

### STAMPED COLORS

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
6028 Black	Gold	6034 Maroon	Gold
6036 Blue	Gold	7427 Gold	Black

### PRINTED COLORS

ITEM NO./COLOR	IMPRINT
6035 White	1 Standard Color*

PRICE EACH:	150	250	500	750	1000	2500	5000
<b>[D] SR RITE-A-DATE</b>							<b>5C2D</b>
To June 1	\$ 3.20	3.07	2.96	2.90	2.72	2.47	2.40
After June 1	\$ 3.52	3.38	3.26	3.19	2.99	2.72	2.64
<b>[E] WC-G WORLD CALENDAR</b>							<b>4A2BC</b>
To June 1	\$ 3.95	3.84	3.69	3.64	3.18	2.87	2.56
After June 1	\$ 4.35	4.22	4.06	4.00	3.50	3.16	2.82
<b>[F] 55 STANDARD RITE-A-DEX</b>							<b>4ABCD</b>
To June 1	\$ 2.71	2.62	2.48	2.43	2.12	1.88	1.69
After June 1	\$ 2.98	2.88	2.73	2.67	2.33	2.07	1.86
<b>[G] AA AWARD</b>							<b>3A2BCD</b>
To June 1	\$ 3.15	2.99	2.85	2.57	2.49	2.12	1.81
After June 1	\$ 3.47	3.29	3.14	2.83	2.74	2.33	1.99

FREE IMPRINTED ENVELOPES UNTIL June 1st (Min. Order 300)

For early pricing and free imprinted envelopes, orders must be factory ready with complete copy by 6/1/09 and must ship by 9/8/09. No exceptions. After 6/1/09 plain envelopes are included; see page 27 for prices on imprinted envelopes.

# IMPRINTED DESK CALENDARS

## LOW-PROFILE CLASSICS

Some folks like to fly under the radar, and these streamlined little calendars will suit you just fine. About the size of a checkbook, they do the job, yet remain unobtrusive. Choose from a variety of funky, retro shapes, plain and simple oblongs, and clever phone index styles.



**A**

### A-B PHONE INDEX DESK CALENDARS

have fully bookbound Leatherette covers that flip up to reveal a handy phone index. Whether foil stamped or printed, either of these understated classics will add a touch of elegance to any work space, window sill or countertop.



**B**



A-B both feature flip-up phone index and our patented Bridge Hinge Easel

**MMA Deskdate®** features an embossed, refillable calendar pocket (for refills see page 25)

### A MMS Deskdate®

Size: 6" x 3 3/8" • Imprint Area: 5 1/2" x 1 1/8" • Approx. Wt.: 12 1/2 lbs./100  
Calendar Pad: 5 1/4" 13 month, 3-months-in-view Holiday™\*\*

Fully bookbound in attractive Leatherette, this calendar has a flip-up phone index and securely stitched-on calendar pad.

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
6175C Maroon	Gold	7384 White	1 Standard Color*
7385 Red	Gold	7395 Blue	Gold
7396 Black	Gold		

### B MMA Deskdate®

Size: 6" x 3 3/8" • Imprint Area: 5 1/2" x 1 1/8" • Approx. Wt.: 13 lbs./100  
Calendar Pad: 5 1/4" 13 month, 3-months-in-view Holiday™\*\*

This completely bookbound calendar features a flip-up phone index. Calendar pad slides neatly into a recessed pocket with embossed corners.

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
6132 Green	Gold	6161 Black	Gold
6164C Maroon	Gold	6165 White	1 Standard Color*
6167 Blue	Gold	6169 Woodgrain	Gold
7387 White/Blue	Blue	7394 Red	Gold

\*Standard Imprint Colors: Black, Red, Green, Blue or Maroon

\*\*Holiday™ Calendar Pads available in several styles and colors. See page 25.

## About the Gregorian Calendar

Since its official decree by Pope Gregory XIII in February 1582, the **Gregorian Calendar** has been the most widely used calendar in the world. It kept the Julian calendar's start — the year of Christ's birth, or "Anno Domini" (AD); dropping ten days to bring the calendar back into synchronization with the seasons and adopting the leap year rule in order to maintain it.

PRICE EACH:	150	250	500	750	1000	2500	5000
<b>[A] MMS DESKDATE®</b>							<b>5B2C</b>
To June 1	\$ 1.94	1.88	1.77	1.71	1.64	1.40	1.30
After June 1	\$ 2.13	2.07	1.95	1.88	1.80	1.54	1.43
<b>[B] MMA DESKDATE®</b>							<b>4ABCD</b>
To June 1	\$ 2.61	2.44	2.22	2.16	1.91	1.63	1.46
After June 1	\$ 2.87	2.68	2.44	2.38	2.10	1.79	1.61

FREE IMPRINTED ENVELOPES UNTIL June 1st (Min. Order 300)

For early pricing and free imprinted envelopes, orders must be factory ready with complete copy by 6/1/09 and must ship by 9/8/09. No exceptions. After 6/1/09 plain envelopes are included; see page 27 for prices on imprinted envelopes.

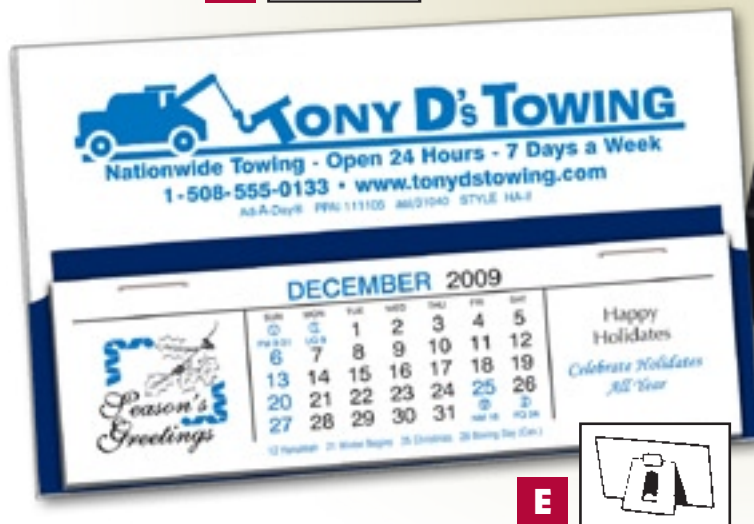
# IMPRINTED DESK CALENDARS

**C-E PLAIN AND FUNKY CALENDARS** are small and economical yet still command plenty of attention for your business or organization. Unbound Leatherette covers and a variety of imprinting options are available.

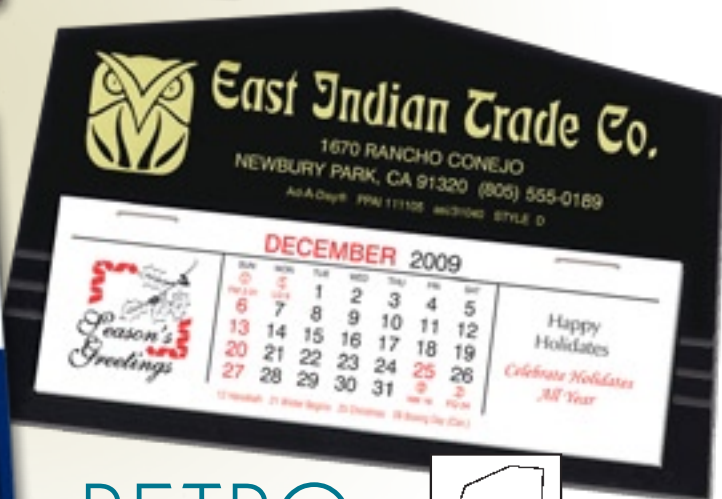
**500 Retro Deskdate®** doubles as a photo or note holder!



**C**



**E**



**D**

## RETRO FUNKY PLAIN & SIMPLE

### **C** 500 Retro Deskdate®

Size: 6" x 3½" • Imprint Area: 4¾" x 1½" • Approx. Wt.: 10½ lbs./100  
Calendar Pad: 5¼" 13 month, 3-months-in-view Holidate™\*\*\*

With its space-age shape and convenient size, this 60's style calendar gives off a real hip vibe! Top of panel doubles as a note holder.

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
7002 Green/White	..... Gold	7003 Blue/White	..... Gold
7032 Woodgrain/Ivory	..... Gold		

### **D** D Sturdi-Stand

Size: 6½" x 3¾" • Imprint Area: 4¾" x 1½" • Approx. Wt.: 7½ lbs./100  
Calendar Pad: 5¼" 13 month, 3-months-in-view Holidate™\*\*\*

An intriguing tent shape lends exotic allure to your ad copy — at a price that won't wipe out your treasure chest. Sturdy interlocking easel stand.

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
7049 Green	..... Gold	7052 Woodgrain	..... Gold
7054 White	..... 1 Standard Color*	7057 Black	..... Gold

### **E** HA-II Deskdate®

Size: 5½" x 3½" • Imprint Area: 4¾" x 1½" • Approx. Wt.: 8 lbs./100  
Calendar Pad: 5¼" 13 month, 3-months-in-view Holidate™\*\*\*

A plain and simple desk calendar with an economical price that's anything but ho-hum.

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
7021 White	..... 1 Standard Color*	7070C White/Maroon	..... Maroon
7047 White/Blue	..... Blue	7402 Blue/White	..... Gold
7455 White/Green	..... Green	7456 White/Red	..... Red

\*Standard Imprint Colors: Black, Red, Green, Blue or Maroon

\*\*Holidate™ Calendar Pads available in several styles and colors. See page 25.



ADD A CUSTOM COLOR TOPSHEET to your calendar for maximum promotional value — call us for a quote!

PRICE EACH:	150	250	500	750	1000	2500	5000
<b>[C] 500 RETRO DESKDATE®</b>							<b>4ABCD</b>
To June 1	\$ 1.83	1.68	1.58	1.56	1.30	1.07	0.90
After June 1	\$ 2.01	1.85	1.74	1.72	1.43	1.18	.99
<b>[D] D STURDI-STAND</b>							<b>4ABCD</b>
To June 1	\$ 1.39	1.30	1.17	1.14	0.99	0.84	0.76
After June 1	\$ 1.53	1.43	1.29	1.25	1.09	0.92	0.84
<b>[E] HA-II DESKDATE®</b>							<b>4ABCD</b>
To June 1	\$ 1.35	1.24	1.11	1.08	0.92	0.80	0.70
After June 1	\$ 1.49	1.36	1.22	1.19	1.01	0.88	0.77

FREE IMPRINTED ENVELOPES UNTIL June 1st (Min. Order 300)

For early pricing and free imprinted envelopes, orders must be factory ready with complete copy by 6/1/09 and must ship by 9/8/09. No exceptions. After 6/1/09 plain envelopes are included; see page 27 for prices on imprinted envelopes.

# IMPRINTED DESK CALENDARS GADGETS & GIMMICKS

This collection of calendars really puts the "fun" in "function!" From our elegant bookbound thermometer calendars to economical little Peel-n-Sticks, you're bound to find something on this spread that'll do the job and put a smile on someone's face!

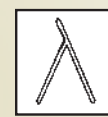


**A**

**REFILLABLE  
PAD POCKET  
ON THESE ITEMS  
MAKES YOUR GIFT  
LAST LONGER  
THAN JUST A YEAR!  
See pages 24-25  
for calendar pad refills.**

**MADE IN  
THE USA**  
ALL OF OUR  
PRODUCTS ARE  
MADE WITH PRIDE  
IN THE USA!

**A-B THERMOMETER CALENDARS**  
will remind your customers of who keeps them comfortable all year long. Fully bookbound in Leatherette, these handsome pieces have recessed Fahrenheit/Celsius thermometers set on gold-tone backings next to calendars in refillable pockets.



Easels feature our patented **Sta-Put® Adjustable Aluminum Hinge** that's guaranteed to last.



**B**

## Beyond Advertising

Traditionally, calendars are given away as promotional items. When given as a gift, your calendar can help:

- Enhance customer or member relationships
- Engender loyalty — they'll call YOU first!
- Create, reinforce and maintain Top-of-Mind Awareness of your business or organization

### **A** TE Therm-O-Dex

Size: 7" x 5 1/4" • Imprint Area: 6" x 1" • Approx. Wt.: 18 1/2 lbs./100  
Calendar Pad: 4 3/8" 13 Month, 3-months-in-view Mini Memo\*\*

With its wide imprint area and spacious calendar pad, this impressive, fully bookbound thermometer calendar will garner plenty of attention! Refillable calendar pad pocket.

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
6435 Green/White.....	Gold	6437 Blue/White.....	Gold
6438 Maroon/White.....	Gold		

### **B** 300T Therm-O-Date

Size: 6 1/8" x 3 3/8" • Imprint Area: 4 1/8" x 1" • Approx. Wt.: 14 lbs./100  
Calendar Pad: 4" 13 Month, 3-months-in-view (Maroon/Black only)

This classy, compact bookbound thermometer calendar has plenty of room for your imprint. Refillable calendar pad pocket.

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
6023 White.....	1 Standard Color*	7650 Woodgrain.....	Gold
7651 Maroon.....	Gold		

\*Standard Imprint Colors: Black, Red, Green, Blue or Maroon

\*\*Mini-Memo Calendar Pads available in several styles and colors. See page 24.

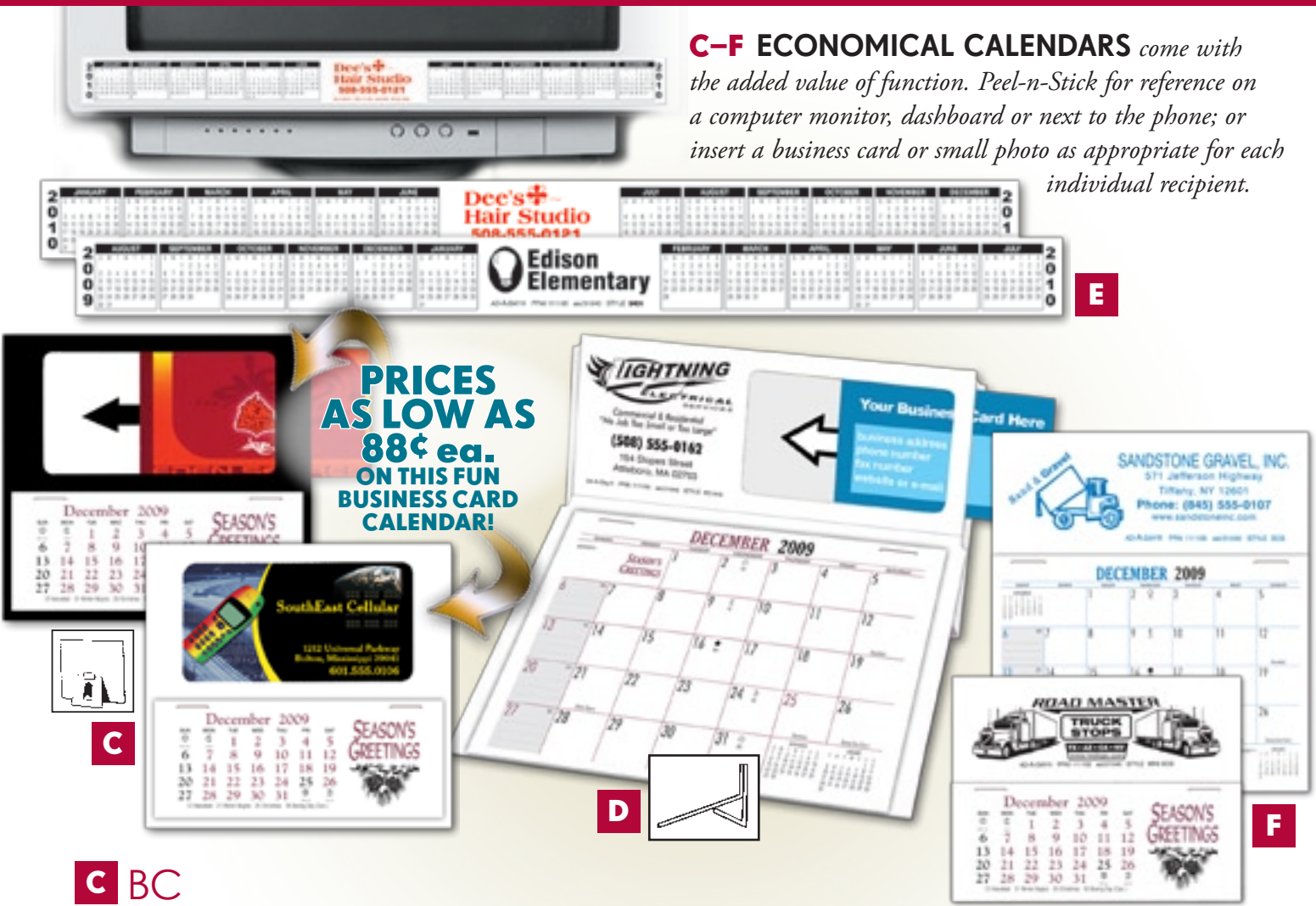
PRICE EACH:	150	250	500	750	1000	2500	5000
<b>[A] TE Therm-O-Dex</b>							<b>4ABCD</b>
To June 1	\$ 4.78	4.68	4.55	4.54	3.89	3.61	3.22
After June 1	\$ 5.26	5.15	5.01	4.99	4.28	3.97	3.54
<b>[B] 300T Therm-O-Date</b>							<b>5C2D</b>
To June 1	\$ 3.69	3.65	3.51	3.47	3.21	2.86	2.68
After June 1	\$ 4.06	4.02	3.86	3.82	3.53	3.15	2.95

FREE IMPRINTED ENVELOPES UNTIL June 1st (Min. Order 300)

For early pricing and free imprinted envelopes, orders must be factory ready with complete copy by 6/1/09 and must ship by 9/8/09. No exceptions. After 6/1/09 plain envelopes are included; see page 27 for prices on imprinted envelopes.

# IMPRINTED DESK CALENDARS

**C-F ECONOMICAL CALENDARS** come with the added value of function. Peel-n-Stick for reference on a computer monitor, dashboard or next to the phone; or insert a business card or small photo as appropriate for each individual recipient.



**PRICES AS LOW AS 88¢ ea. ON THIS FUN BUSINESS CARD CALENDAR!**

## C BC Business Card Calendar

Size: 4 1/4" x 4 1/4" • Window Size: 3 1/4" x 1 1/8" (1/4" radius corners) • Approx. Wt.: 4 lbs./100  
Calendar Pad: 4" 13 Month, 3-months-in-view (Maroon/Black only)

Make sure your business card gets the attention it deserves! This convenient, economically-sized easel back calendar frames your card on their desk.

ITEM NO./COLOR: 7446 White, 7448 Red, 7447 Black

PRICE EACH:	150	250	500	750	1000	2500	5000
<b>BC BUSINESS CARD CALENDAR</b>							<b>4ABCD</b>
All Year	\$ 1.56	1.48	1.35	1.30	1.17	0.98	0.88

## D BC-645 Business Card Mem-O-Rite

Size: 6 1/2" x 7" • Imprint Area: 2 1/4" x 2" • Window Size: 3 3/4" x 1 1/8" (1/8" radius corners)  
Approx. Wt.: 18 lbs./100  
Calendar Pad: 6" 13 Month, 3-months-in-view Maxi Memo (Maroon/Black only)

Great for sales teams and programs, large header has room for company logo beside each individual's business card. Imprint is on the left for all but two color combinations, as noted below. Features built-in Slide Lock™ easel.

IMPRINT ON LEFT, CARD HOLDER ON RIGHT:

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
7033 White.....	1 Standard Color*	7103 Woodgrain (Limited) .....	Gold
7644 Black/White .....	Gold	7645 Gold/White (Limited).....	Black

IMPRINT ON RIGHT, CARD HOLDER ON LEFT:

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
7644 White/Black .....	Black	7645 White/Gold (Limited).....	Gold

PRICE EACH:	150	250	500	750	1000	2500	5000
<b>BC-645 BUSINESS CARD MEM-O-RITE</b>							<b>4ABCD</b>
To June 1	\$ 2.83	2.73	2.51	2.48	2.09	1.80	1.63
After June 1	\$ 3.11	3.00	2.76	2.73	2.30	1.98	1.79

FREE IMPRINTED ENVELOPES UNTIL June 1st (Min. Order 300)

## E Computer Strip Calendar

ITEM NO. 9400-0 Standard Year

ITEM NO. 9401-0 Academic Year (latest order date 6/19/09; we will ship by 7/17/09)

Size: 14" x 1 1/8" • Imprint Area: 2 1/4" x 7/8" • Approximate Wt.: 1 1/2 lbs./100

With its plain paper front and medium-tack Peel-n-Stick backing, this convenient strip-format calendar can stick to any computer monitor yet remove easily. Large central imprint area can be printed in one of five standard colors\*. Your choice of Standard Year or Academic Year.

PRICE EACH:	200	250	500	750	1000	2000
<b>COMPUTER CALENDAR</b>						<b>6A</b>
To June 1	\$ 0.99	0.90	0.86	0.82	0.74	0.70
After June 1	\$ 1.09	0.99	0.95	0.90	0.81	0.77

## F SOS or Mini SOS Peel-n-Stick Calendar

ITEM NO. 8106 Standard SOS

Size: 4 3/8" x 5" • Imprint Area: 3 7/8" x 1 1/4" • Approx. Wt.: 3 1/2 lbs./100

Calendar Pad: 4 3/8" 13 Month, 3-months-in-view, Mini Memo\*\*

ITEM NO. 8107 Mini SOS

Size: 4" x 3" • Imprint Area: 3 1/2" x 1" • Approx. Wt.: 2 1/2 lbs./100

Calendar Pad: 4" 13 Month, 3-months-in-view (Maroon/Black only)

Available in two sizes, these handy little calendars can be stuck almost anywhere! Plain paper front and medium-tack Peel-n-Stick backing stays put but comes off easily. White with your choice of one standard imprint color\*.

PRICE EACH:	200	250	500	1000	2500	5000
<b>SOS PEEL-N-STICK CALENDAR (STANDARD OR MINI)</b>						<b>3AB2C</b>
To June 1	\$ 0.96	0.92	0.87	0.73	0.63	0.59
After June 1	\$ 1.06	1.01	0.96	0.80	0.69	0.65

\*Standard Imprint Colors: Black, Red, Green, Blue or Maroon

\*\*Mini Memo Calendar Pads available in several styles and colors. See page 24.

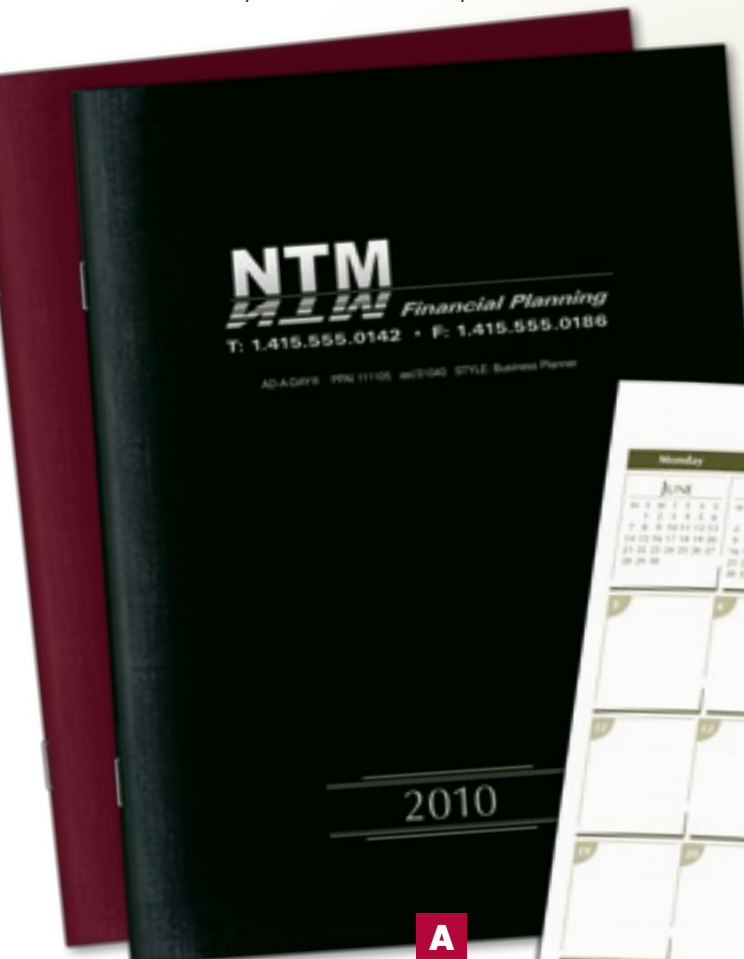
For early pricing and free imprinted envelopes (available only on items noted), orders must be factory ready with complete copy by 6/1/09 and must ship by 9/8/09. No exceptions. After 6/1/09 plain envelopes are included; see page 27 for prices on imprinted envelopes.

# DATEFINDERS & PLANNERS

## CLASSIC ORGANIZERS

Sure, lots of people swear by their electronic gadgets to stay organized — but that doesn't mean they're for everyone. If you think Old School is cool, and prefer tried and true tools that don't rely on batteries, you'll love our classic-to-custom selection of datefinders and planners!

**A NEW! 14-MONTH BUSINESS PLANNER** is a stylish, contemporary way to promote your organization. Its distinctive "executive" size delivers understated clout. Outside, your logo graces the cover in elegant foil stamping. Inside, our modern, two-color grid design separates the workweek from the weekend — as it should be! Each spread features prior and coming months, plus an ample ruled column for notes.



### **A NEW!** 14-Month Business Planner

Size: 6¾" x 9" Page • Imprint Area: 4¾" x 2½" • Approx. Wt.: 15¼ lbs./100

Our "executive" size planner fits easily into your briefcase or purse, yet has plenty of space for notations. Includes full two-page spreads for each month from December 2009 through January 2011, plus pages for 2011 Planning, 2012 Year-at-a-Glance, Holidays/Important Dates List, and US Time Zones Map. Price includes your logo foil-stamped on a luxurious, linen-finish Leatherette cover. Inside grid is printed in neutral khaki tones on smooth, bright white paper.

**Custom Version:** Calendar grid can be customized with your logo, colors, fonts, artwork, and as many events as you want. You supply the elements, and we'll produce the whole piece for you — call us for a quote (art charges and higher minimums apply).

**ITEM NO./COLOR**      **IMPRINT**      **ITEM NO./COLOR**      **IMPRINT**  
8061-0 Black.....Gold or Silver      8062-0 Maroon ..... Gold or Silver

PRICE EACH:	150	250	500	750	1000	2500	5000
<b>8061-0 14-MONTH BUSINESS PLANNER</b>							<b>4ABCD</b>
<b>To June 1</b>	\$ 2.52	2.42	2.34	2.30	2.03	1.81	1.65
<b>After June 1</b>	\$ 2.77	2.66	2.57	2.53	2.23	1.99	1.82

For early pricing, orders must be factory ready with complete copy by 6/1/09 and must ship by 9/8/09. No exceptions.



*Award  
Winning*

We are proud to have received a  
Printing Industries of New England  
Pinnacle Award  
for the 2008 Business Planner  
we custom-designed and produced  
for The New Yorker.





# DATEFINDERS & PLANNERS

Clear vinyl covers for Custom or Classic TC Datefinders® are available at 46¢ (D) each.



**B**



**PRICES AS LOW AS \$1.49 each ON OUR COOL CUSTOM FULL-COLOR COVER TC DATEFINDER®!**

**B-C TC DATEFINDERS** are convenient, pocket-sized planners packed with handy features. *GO WILD* with a custom color cover showcasing your graphics — or *GO CLASSIC*, with elegant foil stamping on upscale Leatherette. Either way, you'll stay organized all year long!



Inside calendar grid for both Custom and Classic TC Datefinder®

## CUSTOM or CLASSIC

### **B** TC Datefinder® with Custom Full-Color Covers

**ITEM NO. 8050-0** • Size: 3<sup>9</sup>/<sub>16</sub>" x 6<sup>1</sup>/<sub>8</sub>" Page • Background can be full page size plus 1/8" bleed Ad Copy Area: 3<sup>3</sup>/<sub>16</sub>" x 5<sup>5</sup>/<sub>8</sub>" (All Copy 1/4" in from Trim) • Approx. Wt.: 8 lbs./100

**SPECIAL PROMOTIONAL PRICING for all of 2009 – as low as \$1.49 each!**

All of the great TC Datefinder features (described below) with a new twist: Custom, full-color digital printing on both the front AND back covers — the perfect showcase for your logo, graphics and/or photos! Inside covers may include a black imprint if you wish (text and/or grayscale images).

**Personalize it!** Our variable data digital printing process lets us personalize each piece of your order! Extra charges may apply — call us for details.

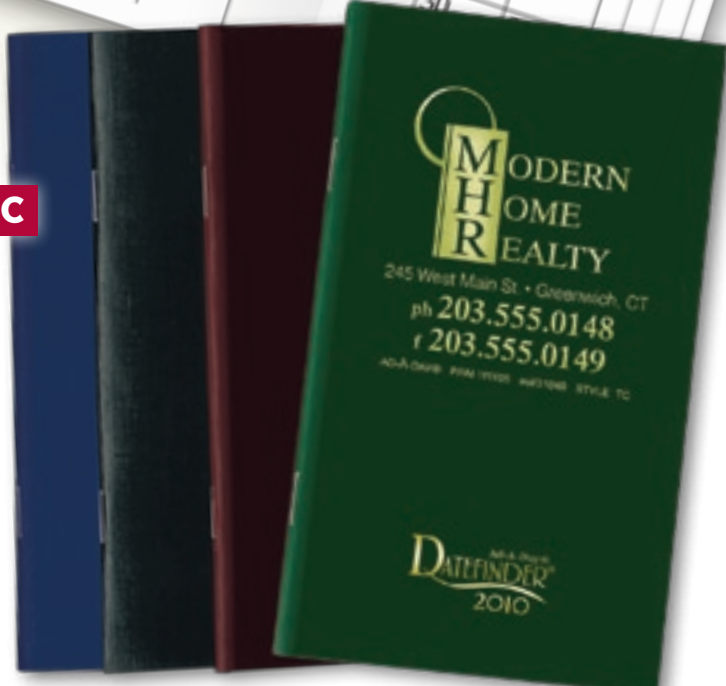
### **C** TC Datefinder®

Size: 3<sup>9</sup>/<sub>16</sub>" x 6<sup>1</sup>/<sub>8</sub>" Page • Imprint Area: 2<sup>7</sup>/<sub>8</sub>" x 3" • Approx. Wt.: 8 lbs./100

The original Datefinder®, this elegant 13-month pocket planner features your logo and/or copy foil-stamped in gold or silver on rich-looking, linen-finish Leatherette covers. Inside, the bright, easy-to-read horizontal-format calendar grid is printed in black with blue accents, has plenty of room for notes and expense-keeping, and includes phases of the moon, birthstones & flowers, and inspirational quotes on each corner. Also contains pages for Identification/ Emergency Contact Information, Advance Planning, Phone Index, Weights and Measurements, US & Canadian Holidays and Days of Note, and Year-at-a-Glance calendars for 2009–2011.

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
8041-0 Maroon	Gold or Silver	8043-0 Navy Blue	Gold or Silver
8048-0 Green	Gold or Silver	8049-0 Black	Gold or Silver

**C**



PRICE EACH:	150	250	500	750	1000	2500	5000
<b>[B] TC DATEFINDER® with CUSTOM COLOR COVERS</b>							<b>7B</b>
<b>SPECIAL PROMOTIONAL PRICING for the entire 2009 Selling Season!</b>							
<b>All Year</b>	<b>1.89</b>	<b>1.89</b>	<b>1.89</b>	<b>1.89</b>	<b>1.89</b>	<b>1.79</b>	<b>1.49</b>
<b>[C] TC DATEFINDER®</b>							<b>4A2BC</b>
<b>To June 1</b>	\$ 1.89	1.79	1.69	1.59	1.39	1.23	1.12
<b>After June 1</b>	\$ 2.08	1.97	1.86	1.75	1.53	1.35	1.23

CLEAR VINYL DATEFINDER COVERS are available for 46¢ (D) each • Approx. Wt.: 5 lbs./100

For early pricing, orders must be factory ready with complete copy by 6/1/09 and must ship by 9/8/09. No exceptions.

# MEMO PAD PLANNERS

## BIG-PICTURE PLANNING

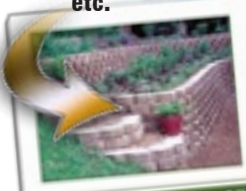
When it comes to planning, it's always best to think BIG. That's why we offer memo pad planners, AKA "blotters," in three sizes and varying levels of customizability (yes, that's actually a word!) But you get the point, don't you. It's time to get to work.



### A CUSTOM COLOR MEMO PAD PLANNER

This full-color, customizable 12-month blotter has plenty of room for your imprint, artwork and notations, yet it's sized for today's economical work spaces.

17½" x 2" HEADER  
IMPRINT AREA  
perfect for logo,  
contact information,  
photos, art,  
etc.



**ORDER  
AS FEW AS  
50 PIECES  
ON THIS CUSTOM  
FULL-COLOR ITEM!**

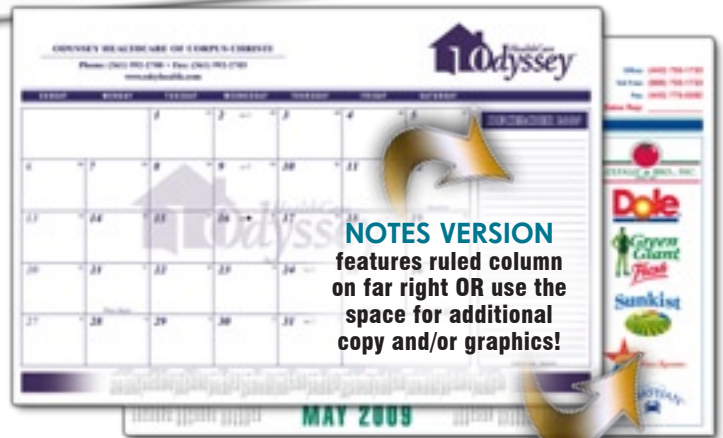
**LARGE CENTRAL  
CALENDAR/IMAGE AREA  
APPROX. 13¾" x 7¹³⁄₁₆"**  
can feature a watermark,  
spot photos or art, or  
a different full-sized image  
each month!

### A The Executive Pad Custom Color Memo Planner

ITEM NO. 7525 • Size: 18" x 12" • Header Imprint Area: 17½" x 2" • Approx. Wt.: 61 lbs./100

Our most customizable memo pad planner. Available in two formats: Full-Year-in-View or Notes Version with six months in view. Price includes set-up for 12 photos.

PRICE EACH:	50	100	250	500	1000	2500
<b>7525 THE EXECUTIVE PAD</b>						<b>3B3C</b>
All Year	\$ 10.99	9.29	8.85	8.02	7.39	6.69



**NOTES VERSION**  
features ruled column  
on far right OR use the  
space for additional  
copy and/or graphics!

# MEMO PAD PLANNERS



MEMO PAD PLANNER SIZE COMPARISON

## B-C CLASSIC AND CUSTOM PAD PLANNERS

range in size from one extreme to the other. Make REALLY BIG PLANS with the Giant Memo Planner, the original King of the Desk Blotters. (You can even customize it, for a more regal look.) If instead you'd prefer something more modest, you'll love the book-sized RWD Recordate™—it's smaller, yet hails from the same noble lineage.



**ORDER AS FEW AS 50 PIECES OF THIS ITEM! (STANDARD PAD ONLY)**

**B**



**CUSTOM LOGO, COLORS and/or WATERMARK AVAILABLE AT EXTRA COST—CALL FOR A QUOTE!**

## **B** GMP Giant Memo Planner

Size: 22½" x 17½" • Imprint Area: 13" x 1¾" • Wider Imprint add 60¢ (D) each  
Approx. Wt.: 95 lbs./100

Our largest "Desk Blotter" with its giant-sized dates and daily memo spaces is perfect to hang on a wall or lay flat on a desk. Rich-looking, foil-stamped Leatherette header gives this product high-end appeal. Calendar pad is printed in gold and black on a white background, and mounted on sturdy chipboard. Clear vinyl protectors on bottom corners keep pages intact.

**Custom Version:** Calendar pad can be customized with your logo, colors and/or watermark for an even more upscale product — call us for a quote (higher minimums apply).

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
7084 Black.....	Gold	7085 White.....	Black
7086 Woodgrain.....	Gold	7091 Botanical Pattern.....	Gold

## **C** RWD Recordate™

Size: 11¾" x 9¾" • Imprint Area: 6" x 1" • Approx. Wt.: 30 lbs./100

Fully bookbound in rich Leatherette, this attractive pad is large enough for Big Picture planning, yet small enough to carry to meetings. Gold/black calendar pad slides into a refillable die cut pocket. Ruled phone indexes are printed both behind the calendar pad and on the back. Optional die-cut wall hanger makes it work equally well whether hanging or laid flat.

ITEM NO./COLOR	IMPRINT	ITEM NO./COLOR	IMPRINT
6320 Ivory (Limited).....	Brown	6323 Maroon.....	Gold
6324 Woodgrain.....	Gold	6327 Black.....	Gold

**RWD Recordate™** features an embossed, refillable calendar pocket (for refills see page 25)



**ORDER AS FEW AS 50 PIECES OF THIS ITEM!**

PRICE EACH:	50	100	200	300	500	750	1000	2000
<b>[B] GMP GIANT MEMO PLANNER (STANDARD PAD)*</b>								<b>2B2C4D</b>
To June 1	\$ 9.97	9.47	8.56	8.35	7.37	7.12	6.71	5.86
After June 1	\$10.97	10.42	9.42	9.19	8.11	7.83	7.38	6.45
<b>[C] RWD RECORDATE™</b>								<b>4A2B2C</b>
To June 1	\$ 5.99	5.78	5.39	5.14	4.12	4.00	3.50	3.07
After June 1	\$ 6.59	6.36	5.93	5.65	4.53	4.40	3.85	3.38

\*FOR WIDER IMPRINTS add 60¢ (D) each

For early pricing, orders must be factory ready with complete copy by 6/1/09 and must ship by 9/8/09. No exceptions.

# FOLDING CALENDARS & CARDS CUSTOM GREETINGS

Looking for a new way to impress people? Create a memento or promotional message for any past or future holiday, event or celebration with one of these clever folded pieces. Whether you make it lavish or low-key, your greeting will be delivered on target, on budget and in style!



**A TRI-FOLD GREETING CARD CALENDAR** does double duty: folded in its own envelope, it arrives as an impressive, colorful greeting card, announcement or invitation. Unfolded, it's an attractive wall calendar. Whether you go with custom graphics or choose one of our stock designs (shown below and on our website), the Tri-Fold's possibilities — and its impact — will extend throughout the year!

**Back Side of Top Panel doubles as a Greeting Card...**

**...and the entire piece fits into a trendy square envelope — included in the price!**

**STOCK DESIGNS** (below) offer color imprints and a variety of themes. More of our Tri-Fold stock designs, including industry-specific choices, can be viewed on our website: [www.Ad-A-Day.com](http://www.Ad-A-Day.com).

**EXCLUSIVE DESIGNS** available only from Ad-A-Day®



## **A** Custom Full Color Tri-Fold Greeting Card Calendar

**ITEM NO. 7368A** • Size: 5 5/8" x 16 1/2" Page (shipped flat/scored) • Folded Size: 5 5/8" x 5 1/2" Approx. Wt.: 5.3 lbs./100

**Custom Full Color Tri-Fold:** Ad Copy Area up to 5 1/8" x 16" both sides;

Greeting Card Ad Copy Area up to 5 1/8" x 5 1/4";

Background art can be full page size plus 1/8" bleed on all edges.

**Stock Design Full Color Tri-Fold:** Calendar Face Ad Copy Area: 4 5/8" x 2 3/8";

Greeting Card Side Ad Copy Area varies depending on design; call for specifications.

Price includes full color printing on both sides from your art files, or choose one of our stock designs for imprinting with your logo and ad copy. Shipped flat; scored for easy folding. Your choice of matching square envelope or rectangular envelope (meets USPS bulk-rate requirements).

**Custom Design:** Let us create a completely unique Tri-Fold for you using your artwork, graphics, logo and colors. Calendar can start with any month. Art charges will apply: 1/2 hour minimum @ \$60 (D) per hour. Ask for quote.

PRICE EACH:	50	75	100	250	500	1000	1500	2000
<b>7368A CUSTOM FULL COLOR TRI-FOLD GREETING CARD CALENDAR</b>								<b>8A</b>
<b>To June 1</b>	\$ 2.11	1.62	1.38	0.93	0.78	0.72	0.71	0.70
<b>After June 1</b>	\$ 2.32	1.78	1.52	1.02	0.86	0.79	0.78	0.77

FREE IMPRINTED ENVELOPES UNTIL June 1st (Min. Order 300)

# FOLDING CALENDARS & CARDS



Foil Stamping available at extra cost.  
Call for quote.



**B-C CUSTOM CARDS, CLASSIC CALENDAR...** *two great ways to promote your business or organization: GO CUSTOM with a unique Greeting Card — or GO CLASSIC with the economical, yet feature-packed, customizable Wall/Desk Calendar.*

**NOW YOU CAN PERSONALIZE EACH PIECE FOR MAXIMUM IMPACT!**

Available on any custom full-color item. All you do is provide a data file! Call for a quote.



## CUSTOM **B** CLASSIC... CLEVER!

### **B** Custom Full Color Greeting Cards

**ITEM NO. 7468** • Standard Card Size (folded): 7 3/4" x 5 1/4" • Ad Copy Area up to 7 1/4" x 4 3/4"  
Background art can be folded size plus 1/8" bleed on edges • Approx. Wt.: 3 lbs./100

*Hate cookie-cutter greeting cards? You'll love our TRULY CUSTOM CARDS! Produce your own ideas or let us help. Standard size card fits into an A-8 envelope (included in prices below), and is printed on cover stock that is glossy outside, uncoated inside for writing. Call us about other sizes and styles, including foil stamping and custom die cuts (higher minimums apply)\*\*.*

PRICE EACH:	150	250	500	1000	2000
<b>7468 CUSTOM GREETING CARDS (Standard Size/Full Color)</b>					<b>5C</b>
<b>To June 1</b>	\$ 2.44	2.12	1.68	1.13	0.86
<b>After June 1</b>	\$ 2.68	2.33	1.85	1.24	0.95

FREE IMPRINTED ENVELOPES UNTIL June 1st (Min. Order 300)

\*\*Artwork set-up and custom options may require additional charges. Please call for a quote.

### **C** WD Wall/Desk Calendar

Size: 6 1/2" x 10 3/4" • Imprint Area: 6" x 1 1/8" • Approx. Wt.: 19 lbs./100  
Calendar Pad: 6" 13 Month, 3-months-in-view, Maxi Memo (Maroon/Black only)

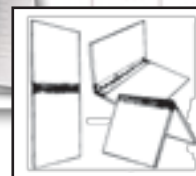
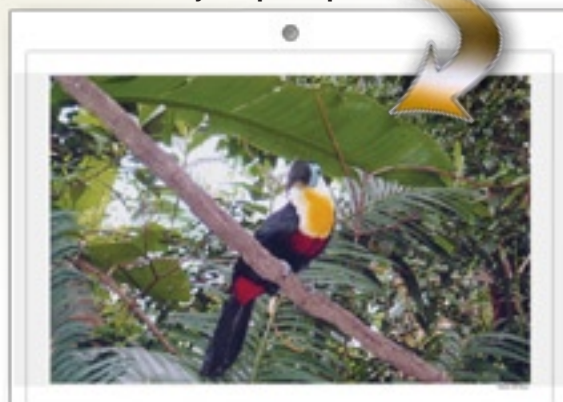
*Thanks to its Sta-Put® Adjustable Aluminum Hinge, this extremely versatile calendar can stand, sit or hang. Clear vinyl top sleeve comes with your choice of stock photos inserted. Can be replaced with any 4" x 6" photo — ask us about custom-printing yours. Ruled memo paper printed on back.*

**ITEM NO./COLOR** ..... **IMPRINT**  
7470 White.....1 Standard Color (Black, Red, Green, Blue or Maroon)

PRICE EACH:	150	250	500	750	1000	2500	5000
<b>7470 WD WALL/DESK CALENDAR</b>							<b>5C2D</b>
<b>To June 1</b>	\$ 3.37	3.32	3.12	3.02	2.87	2.60	2.53
<b>After June 1</b>	\$ 3.71	3.65	3.43	3.32	3.16	2.86	2.78

FREE IMPRINTED ENVELOPES UNTIL June 1st (Min. Order 300)

**WD**  
**Wall/Desk Calendar**  
comes with your choice  
of stock photo inserted  
**OR** we can custom print and insert  
your special photo



For early pricing and free imprinted envelopes, orders must be factory ready with complete copy by 6/1/09 and must ship by 9/8/09. No exceptions.  
After 6/1/09 plain envelopes are included; see page 27 for prices on imprinted envelopes.

# CUSTOM COLOR WALL CALENDARS

## LASTING IMPRESSIONS

They say you only get one chance to make a first impression — so why not make it one that lasts all year? Whether you have one incredible image or thirteen, your custom wall calendar will be on view for 365 days... a great way to build your brand or promote your cause!



**A CUSTOM COLOR CALENDAR** *This full-color, customizable 12-month calendar features your photos and/or art. Perfect for brand building, product or event promotion, commemorating an event such as a wedding or reunion, or any type of fund-raising. Call us with your ideas!*



**10" x 8" IMAGE AREA**  
for photos, art  
and/or copy

**OPTIONAL WATERMARK**  
at no extra charge!



**5" x 1 1/8" IMPRINT AREA**  
perfect for logo,  
contact information,  
slogans, captions, etc.

**FONT CHOICES:**  
Casual,  
Corporate  
or Classic

**ORDER AS FEW AS 150 PIECES ON THIS CUSTOM FULL-COLOR ITEM!**

### **A** "Reflections" Custom Color Calendar

ITEM NO. 7575 • Size: 11" x 17" folded to 11" x 8 1/2" Page • Approx. Wt.: 25 lbs./100 Stock: Covers—65 lb. Cover Stock; Inside Pages—28 lb. Text; Both Matte Finish

Price includes: 13 custom photo pages (cover plus 12 months, starting with any month); center watermark (as appropriate) and full color bottom imprint on each grid page; one full color proof prior to production. Custom dates and/or notations can also be included; extra charges may apply.

PRICE EACH:	150	250	500	1000	1500	2500
<b>7575 REFLECTIONS CUSTOM CALENDAR</b>						<b>2B2CDE</b>
<b>To June 1</b>	\$ 10.79	9.99	7.99	6.99	6.29	5.79
<b>After June 1</b>	\$ 11.87	10.99	8.79	7.69	6.92	6.37

For early pricing, orders must be factory ready with complete copy by 6/1/09 and must ship by 9/8/09. No exceptions.



## B-C CUSTOM COLOR "APRON" CALENDARS

get their name from their similarity to the old-fashioned kitchen apron: bib on top, skirt below, like Grandma used to wear. While the apron itself is rarely sighted anymore, its namesake calendar has been popular since the early 1900's, and continues to be useful and attractive into the 21st century. Ad-A-Day's apron calendars mark the place where CLASSIC MEETS CUSTOM—with your color image on the bib and our standard calendar pad below.



**B** APRON CALENDARS SHOWN at approx. 48% of actual size

**C**

Collages or complex graphics can be prepared at extra cost, or provide your own art file.

## B Custom Color Apron Calendar

**ITEM NO. 8070** • Size: 11" x 15" (Ships Flat) • Imprint Area: 10 1/2" x 7" Approx. Wt.: 16 lbs./100 Calendar Pad: 11" x 7 1/2" 13 Month, 3-months-in-view RWD (Gold/Black only)

This full-color wall calendar allows your image to be on display all year long! Tear-away calendar pages offer ample room for jotting down important dates. Ships flat, but can be hand-folded for mailing. (Envelopes are not included for this item but can be purchased separately. See page 27 for details and pricing). Calendar price includes set-up for one photo and your ad copy. Multiple image montages, collages or complex graphics can be prepared at extra cost, or provide your own art file.

PRICE EACH:	150	250	500	750	1000	2500	5000
<b>8070 CUSTOM COLOR APRON CALENDAR</b>							<b>7A</b>
<b>To June 1</b>	\$ 2.81	2.68	2.55	2.51	2.35	2.18	2.05
<b>After June 1</b>	\$ 3.09	2.95	2.81	2.76	2.59	2.40	2.26

## C Custom Color Mini Apron Calendar

**ITEM NO. 8087** • Size: 4 3/8" x 6 3/4" • Imprint Area: 3 7/8" x 3" • Approx. Wt.: 7 lbs./100 Calendar Pad: 4 3/8" 13 Month, 3-months-in-view, Mini Memo\*

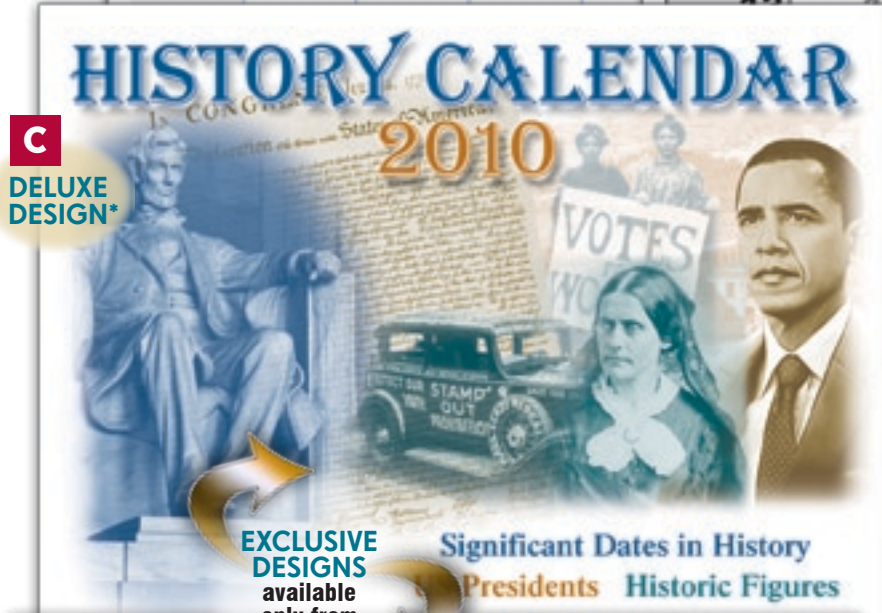
A charming little calendar featuring your art or photo on the top panel. Sized slightly larger than a standard photo, it fits perfectly in small spaces at home, in the office — even in a school or gym locker! Price includes set-up for one photo and your ad copy.

PRICE EACH:	150	250	500	750	1000	2500	5000
<b>8087 CUSTOM COLOR MINI APRON CALENDAR</b>							<b>4A3B</b>
<b>To June 1</b>	\$ 2.29	2.21	2.04	1.99	1.72	1.70	1.67
<b>After June 1</b>	\$ 2.52	2.43	2.24	2.19	1.89	1.87	1.84

\* Mini Memo Calendar Pads available in several styles and colors. See page 24.

# 2010 ACTUAL SIZE CALENDAR PADS

ALL PADS SHOWN ARE EXCLUSIVE DESIGNS AVAILABLE ONLY FROM AD-A-DAY®!



**Deluxe Pad Upgrade:**  
Substitute French, History or Scenic Mini Memo, or French Holiday™ for Standard pad on any calendar order for just 28¢ (D) per pad!





**G**

## DECEMBER 2009



SUN FM 2-31 6	MON LG 9 7	TUE 1	WED 2	THU 3	FRI 4	SAT 5
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	NM 16 FM 24	

Happy Holidays  
Celebrate Holidays All Year

**H**

## DÉCEMBRE 2009 DEC

DELUXE DESIGN\*



Dns/Sat	Lun/Mon	Mar/Tue	Mer/Wed	Jeu/Thu	Ven/Fri
		1	2	3	4
6	7	8	9	10	11
13	14	15	16	17	18
20	21	22	23	24	25
27	28	29	30	31	

12 Hanukkah 21 Drive commence/Winter Begins 25 Noël/Christmas 26 New Year's

**I**

## DECEMBER 2009

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
MEMOKEEP™	SEASON'S GREETINGS	1	2	3	4

**J**

## December 2009

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
NOV 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30		1	2	3	4	5
	6	7	8	9	10	11
	13	14	15	16	17	18
	20	21	22	23	24	25
	27	28	29	30	31	MEMOKEEP™

**K**

## Friday

4

338

**GMP**  
**GIANT MEMO PLANNER**  
**MEMO SPACE**  
**SHOWN AT ACTUAL SIZE**  
2 5/16" x 3 1/16"  
see page 19  
for product details  
and pricing

### CALENDAR PAD DESCRIPTION

CALENDAR PAD DESCRIPTION	SIZE (W x H)	PRICE PER 1000 (PAD ONLY)
[A] Mini Memo, Standard: 13-Month, 3-Months-in-View (blue/blk, gold/blk).....	4 3/8" x 3 1/4"	\$ 405.00 (D)
[B] Mini Memo, French*: 13-Month, 3-Months-in-View (blue/blk).....	4 3/8" x 3 1/4"	\$ 585.00 (D)
[C] Mini Memo, History*: 12-Month w/Illustrated Topsheet (multi-color).....	4 3/8" x 3 1/4"	\$ 585.00 (D)
[D] Mini Memo, Scenic*: 12-Month w/Seasonal Photographs (full color).....	4 3/8" x 3 1/4"	\$ 585.00 (D)
[E] 4" 13-Month, 3-Months-in-View (maroon/black).....	4" x 1 5/8"	\$ 388.00 (D)
[F] Quad: 13-Month, 3-Months-in-View (black/grey).....	4 3/4" x 2 3/4"	\$ 490.00 (D)
[G] Holidate™, Std.: 13-Month, 3-Months-in-View (blue/blk, gold/blk, red/blk).....	5 1/4" x 1 5/8"	\$ 405.00 (D)
[H] Holidate™, French*: 13-Month, 3-Months-in-View (blue/blk, gold/blk).....	5 1/4" x 1 5/8"	\$ 475.00 (D)
[I] Maxi Memo: 13-Month, 3-Months-in-View (maroon/black).....	6" x 4 1/16"	\$ 595.00 (D)
[J] Midi Memo: 13-Month, 3-Months-in-View (red/black).....	6" x 2 7/8"	\$ 555.00 (D)
[K] GMP: 13-Month, 3-Months-in-View (gold/black)**.....	22 1/2" x 17 1/2"	\$ 3998.00 (D)
[L] RWD: 13-Month, 3-Months-in-View (gold/black).....	11" x 7 1/2"	\$ 1588.00 (D)

\*Can be substituted for Standard Mini Memo or Holidate™ pad on any calendar order for just 28¢ (D) per pad.

\*\*GMP can be customized with your colors. See page 19 or call for details/quote.

CUSTOM COLOR TOPSHEET available on most calendars. Call for details/quote.

LATE ORDERS (after June 1st, 2009) subject to availability.

**L**

# DECEMBER 2009

	Tuesday	Wednesday	Thursday	Friday	Saturday
MEMOKEEP™	1 335	2 ○ FM 336	3 337	4 338	5 339
341	8 342	9 ☾ LQ 343	10 344	11 345	12 346

# CHALLENGE US!

# YOUR SPECIAL PROJECT

Don't see what you want in our catalog? No worries! When you work with Ad-A-Day, the sky's the limit when it comes to creating something special. Whether you want an unusual shape, a unique message or even an entirely new and different product, we'll make it happen!\*

**DIE-CUTTING • FOIL STAMPING • FOLDING • BINDING • PADDING • DRILLING • GROMMETS**

**FOLDING  
DIE-CUT MENU**



**FOLDING  
BUSINESS CARD/CALENDAR  
with DIE-CUT TOP**



**UNIQUE DIE-CUT  
BUSINESS CARDS**



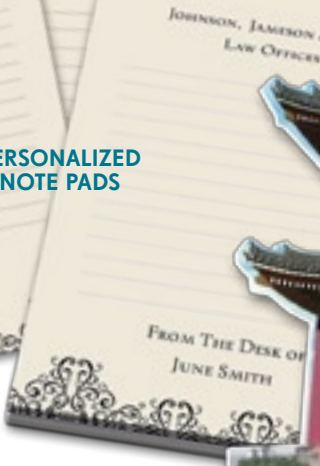
**ATTENTION-  
GETTING  
DIE-CUT  
TABLE TENT**



**DESK CALENDAR  
with DISTINCTIVE  
DIE-CUT SHAPE**



**PERSONALIZED  
NOTE PADS**



**DESK CALENDAR  
with CUSTOM TOPSHEET**



**DESK CALENDAR  
with UNUSUAL  
DIE-CUT SHAPE**

\*Specific minimums apply. Please call for a quote.

## 2010 CALENDARS

**ACKNOWLEDGEMENTS:** ALL ORDERS ARE ACKNOWLEDGED. PLEASE READ YOUR ACKNOWLEDGEMENT CAREFULLY BECAUSE ORDERS ARE PROCESSED IN ACCORDANCE WITH THE ACKNOWLEDGEMENT. If a confirming order is sent, clearly mark it as a confirmation so we do not duplicate.

**AD COPY:** Prices include imprinting in one color except full color items. Most styles have a maximum of 5 lines of copy. In some cases, additional lines are permitted at \$5.00 (X) per line. Excess copy is distributor's responsibility as it necessitates smaller type, which may fill in. Tobacco ads are not accepted.

**ON REPEAT ORDERS,** please state "SAME COPY AS LAST YEAR" (refers to ad copy only). Include a sample or proof. Please include your previous purchase order or factory order numbers. Submit typewritten or printed ad. Distributor is responsible for illegible copy. A letterhead or business card may be provided for spelling verification, not for copy.

**ARTWORK, PLATES & SCREENS:** Copy will be set to complement the product, unless a specific layout is included. Unacceptable ads include, but are not limited to: screened items, newsprint, photocopies, business cards, faxes and letterheads. Cleaning up non-camera-ready artwork will incur additional charges of \$60.00 (D) per hour (minimum of ½ hour). Artwork to be returned must be clearly marked as such and accompanied by an addressed envelope with proper postage at time of order. All artwork will be held for one year.

**CA PROP. 65:** While we believe our products are non-hazardous, we provide relevant warning labels or enclosures for CA shipments pursuant to California statutes and regulations. Distributor must notify supplier if final destination is CA but order is not clearly labeled as such.

**CHANGES & CANCELLATIONS:** If an order is cancelled before imprinting or stamping occurs on a stock item, applicable preparation charges will be incurred. If made afterwards, payment for completed work will be charged.

**COMBINED PRICING:** Two or more products for the same customer can be combined for total quantity to determine column pricing. Orders must be placed at the same time and clearly marked "Combined Pricing". Individual extra charges apply to each.

**CO-OP ORDERS:** \$25.00 (D) per change of imprint includes drop shipment. Each change of copy must meet minimum quantity for the item without incurring a "less than minimum" charge. Total quantity determines price. Send information on approximate quantity, logo and style preference for quotation and sample. Early orders include incentives.

**COPY:** Recommended minimum type size is 7 points. Distributor is responsible for clarity of type smaller than 7 points. FOIL STAMPED IMPRINTS should use solid face type styles and open logos. Certain type styles and logos with intricate designs may fill in when hot foil-stamped. Such orders are subject to an additional charge for clean up of the ad copy. Two or three color ads with close registration, as well as solid logos (especially on foil stamped products), require special quotations.

- Special stamping or ink color other than standard: \$30.00 (D).
- Commercial ink match (specify PMS color number): \$60.00 (D) per color.
- 2 color imprint: Setup of \$40.00 (D), plus Running charge of 14¢ (D) each.
- 3 color imprint: Setup of \$80.00 (D), plus Running charge of 28¢ (D) each.
- Imprinting outside of standard copy area: Special composition charge of \$36.00 (D) plus running charge of 14¢ (D) each.
- Copy change charge \$25.00 (D).

**DIGITAL MEDIA:** Ad layouts will be accepted in PC format only.

- InDesign 5.0, Adobe Illustrator 13.0 and Adobe Photoshop 10.0 are preferred programs. EPS and TIFF files are accepted at 300 dpi resolution or higher.
- One color imprint must be submitted in black, no less than 300 dpi. Second color should be sent in magenta.
- All fonts must be converted to outlines (including those in placed EPS images). Include all support files (graphics, placed images and fonts).
- Digital artwork only may be e-mailed to [graphics@ad-a-day.com](mailto:graphics@ad-a-day.com) clearly stating the Purchase Order number in the subject line. (An order WILL NOT be processed until a Purchase Order and a hard copy are faxed, mailed or otherwise received by our customer service department). A hard copy MUST accompany ALL submitted digital art work.
- ARTWORK NOT CAMERA READY: Photographs, transparencies, low resolution prints, photocopies, faxed artwork, letterhead, business cards, or any art that needs to be touched up or color separated will be charged at \$60.00 (D) per hour (½ hour minimum).
- NOTICE: Type, cuts, artwork, etc. used by Ad-A-Day® to produce products, belong to Ad-A-Day® and are kept on file for one year, unless separately quoted and billed on the customer invoice.

## ENVELOPES INCLUDED IN CALENDAR PRICE ON MOST STYLES.

**ALL PRICES IN U.S. FUNDS, F.O.B. FACTORY.**

**ENVELOPES:** INCLUDED except on BC, GMP, TC, Year-at-a-Glance Computer Calendar, and all Wall Calendars. Gold lined envelopes, if available, are extra.

**IMPRINTED ENVELOPES:** \$10 per 100 (D) running plus \$20 (D) set-up.

**"FACTORY READY"** is defined as: all copy information, clean artwork, style, color, quantity, approved proof, etc. has been received and the order is completely ready for final production.

**LOSS-SHORTAGE CLAIMS:** Must be filed within 10 days. Our responsibility is limited to replacement value. Not responsible for CARRIER DELAY, FIRES, BREAKDOWNS, STRIKES, ACTS OF GOD, FORCE MAJEURE, ETC.

**LESS THAN MINIMUM:** Absolute minimum order is \$75.00. No quantity below 100 will be accepted except for specific items listing lower quantities. A "less than minimum" charge of \$39.00 (D) will be assessed on orders when less than the lowest listed quantity is ordered. This charge is in addition to the setup charge on a co-op order.

**OVERRUNS & UNDERRUNS:** Billing will be for actual quantity shipped, (pre-paid orders will be charged for amount ordered only). Amounts shipped are usually +/-10% up to 250, 5% up to 1000, and 2% over 1000. It must be clearly stated on each purchase order for "NO OVERAGES" (which are subject to short shipment) and "EXACT AMOUNT" (10% surcharge).

**PARTIAL AND/OR SPLIT PADS:** One pad partial year, 39¢ (D). Extra months (when available) will be charged additionally at regular listed pad price (see page 25).

**PROOFS:** Layout proofs available at \$12.00 (D) sent by fax or e-mail. Product proofs per location: One Color @ \$35.00 (D); Two Colors @ \$75.00 (D); Full Color product proof: \$90.00 (D). Second and subsequent proofs necessitated by customer alterations are chargeable. Absolutely no product proofs after August 31st. Not responsible for typographical errors after proofs have been approved.

**SHIPMENTS:** F.O.B. FACTORY.

- Orders to a Post Office Box will be shipped Parcel Post Insured and should ship no later than September 16th to ensure a timely delivery. Distributor is responsible for Parcel Post Shipments after September 16th. We recommend expedited shipping methods for shipments outside the continental U.S. Shipping, Handling and Insurance charges are added to your invoice.
- NO C.O.D. shipments.
- Drop shipments without change of imprint and envelope pre-shipment are \$11.00 (D) each with a minimum of 100 per drop shipment.

**SHIPPING DATES:** Orders are shipped *when ready* unless otherwise requested. After September 16th, shipping date is usually 4 weeks from date of receipt of completed distributor order. Orders submitted after October 1st cannot be guaranteed for pre-holiday delivery. If a shipping date is changed (earlier or later) and it is necessary to remove it from storage, a \$30.00 (G) charge will apply.

**STOCK:** Colors may vary due to lot or batch color dies. Ad-A-Day® can not be held responsible. We will make commercially reasonable efforts to match your previous order color.

**SUBSTITUTIONS:** Substitutions may be necessary due to possible late season stock shortages, and delayed production may occur. Notification of available substitutes will be extended for your approval.

**TERMS:** Net 30 days, subject to credit approval. Ad-A-Day® accepts from distributors only: MasterCard, Visa, Discover and American Express. Overdue accounts subject to maximum monthly interest allowed by law. Should collection become necessary, additional charge plus attorney's fees will be assessed.

**TRADEMARKS/SERVICEMARKS:** Ad copy and/or special copy, logos, etc. sent to Ad-A-Day® are accepted by Ad-A-Day® as being in compliance with all laws which apply to trademarks, copyrights, patents, etc. Their use, when specified, is the responsibility of the distributor and customer who jointly and separately agree to indemnify and hold Ad-A-Day® harmless from any liability which may occur from the use of the submitted material.

**WEIGHTS:** All weights given are approximate and subject to change without notice due to continuing improvements in our production process. PRICES are net unless otherwise indicated and are subject to change without notice.

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since 1945

www.Ad-A-Day.com

Ad-A-Day® has provided exceptional service and quality calendars for over 60 years.

Our company strives to offer solutions for all of your customers' needs by offering a wide range of calendars, many of which are full color and fully customizable.

All of our products are proudly made in the USA. In addition, Ad-A-Day® is the only US company that makes custom color easel-back desk calendars!



Ad-A-Day® is a Veteran-Owned Business



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