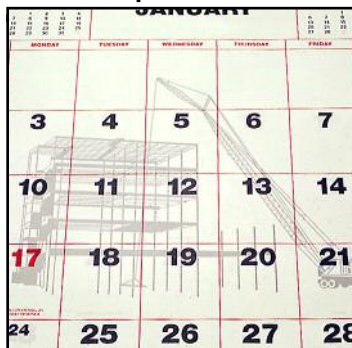


ModernLine® is your home for quality, customer service, competitive pricing and customizing options. All products in our catalog have customization available. The ideas and options suggested here may not be available for each individual product. Please see the product page for availability of customizing options and charges. Or contact customer service for more information. (Extra charges may apply for in house art preparation, proof, etc.)

Desk pads, calendars, notebooks and scratch pads all come with a wide variety of options for customization.

## shadow prints



Customer's logo or custom copy can be shadow or "phantom" printed over the calendar pad or desk pad area, one color, at *NO EXTRA CHARGE*.

Phantom printing on memo books, note books, and composition books is also available as a custom order.

(Please see product page for specification on size and pricing.)

## custom colors



Many of our products are available with stock colors and your choice of 23 standard PMS colors at *NO EXTRA CHARGE*. Special ink matching, additional colors, stock color change and 4 color process

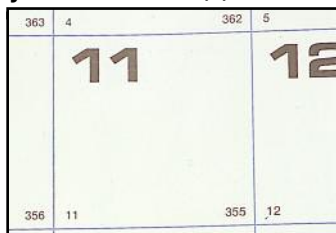
is available on most products. Additional costs will apply.

## ruled memo spaces (E)



Daily date spaces on memo style calendars (35, 100, 200, 1401 only) and all desk pads can be faint line ruled for an additional charge. Please check for minimum quantities.

## julian dates (E)



A great addition for a product in an office. Julian dates are available on many of our dated products. Contact us for product availability and extra charges.

## date space copy



Mark that special company anniversary, remind clients of convention days or days closed. Custom date space copy printed in date blocks is quoted upon request.

## thirteenth sheet

A thirteenth sheet can be added to desk pads and 12 sheet calendars. Add 8% to base price.

## customizing guidelines

The following guidelines have been established to enable you to provide us with the proper information required to prepare a price quotation and/or spec. sample on a custom calendar:

**quantity** — Calendars printed 2 or more colors and/or calendars requiring custom pad formats - 1,500 minimum. All other products see product page or contact customer service.

**format** — Select from a stock product for customization — advising on imprint colors. Or submit your specifications in writing and/or a previous or random sample for our review.

**artwork** — Advise on artwork that will be supplied and on any in house preparation that will be needed. See the artwork guidelines section for artwork requirements.

**paper stock** — Advise quality of paper stock required - coated or uncoated and the finish, smooth or embossed.

Note: When using uncoated paper stock for custom calendar, we recommend 60-lb. or 70-lb. Offset.

**cover material** — Poly and vinyl products each have separate color choices for material as well as for foil stamping and screen printing. Please see page 65 or individual product page for choices available.

**finishing requirements** — Wrappers, envelopes or tubes.

**proofs** — Either PDF or color proofs are available. It is helpful to have all calendar requests for special designs, artwork and proofs before August 1. For year-end delivery, we suggest that all custom orders be ready for printing (with all approvals complete) no later than September 1.