

The Aston Series Price List – 2011 Calendars - Recommended Selling Prices

For orders received after 1st April 2010

“BESPOKE MADE EASY” PICTORIAL CALENDARS

This is a range of calendar templates that can be printed using images chosen from our selection, or Customer's own images (see brochure or website for images, templates and more details).

They are all printed in full colour throughout.

Wall Calendars

Templates	50	75	100	200	300	500	750	1000
CAL195 POSTCARD CALENDAR	7.35	6.30	5.25	4.57	4.32	4.20	3.87	3.59
WALL-B) WALL-C) 12 leaves WALL-D) Size: A4	6.22	5.32	4.51	3.85	3.62	3.42	3.07	2.79
WALL-B) WALL-C) 12 leaves WALL-D) Size: A3	8.99	7.98	6.91	6.47	6.31	6.18	5.35	4.51
WALL-A) 6 leaves WALL-E) Size: A4	5.75	4.71	4.09	3.20	2.98	2.85	2.50	2.32
WALL-A) 6 leaves WALL-E) Size: A3	6.83	6.35	5.39	4.30	4.15	3.99	3.69	3.42
WALL-F – 12 leaves Size: 320 x 137mm	4.55	3.94	3.48	2.84	2.59	2.46	2.36	2.22
WALL-G – inc. cover Size: 298 x 500mm	8.75	8.01	7.35	5.98	5.69	5.49	5.30	4.89
WALL-H – inc. cover Size: 297 x 420mm	7.98	7.23	6.36	4.98	4.75	4.50	4.33	3.98

Desk Calendars

Templates	50	75	100	200	300	500	750	1000
CD-1 & CD-2	3.85	3.29	2.99	2.58	2.25	2.13	2.08	2.02
Circular CD Calendars	5.98	5.34	4.70	3.70	3.30	2.98	2.68	2.45
DESK-A – 12 leaves	4.59	4.00	3.58	2.86	2.58	2.23	2.11	1.95
DESK-B – 6 leaves	3.98	3.54	2.95	2.12	1.95	1.67	1.55	1.50
DESK-C – 12 leaves	4.65	4.08	3.64	2.90	2.70	2.40	2.28	2.00
DESK-D – 12 leaves	5.99	5.35	4.78	3.77	3.40	3.00	2.70	2.50
DESK-E – 12 leaves	4.65	4.08	3.64	2.90	2.70	2.40	2.28	2.00

Extras

Full colour cover:

Desk calendars / A4 Wall and Wall-F	0.25
All A3 Calendars	0.43
Extra card for CD calendars	0.12

Prices for Black & White Calendars are available on request

Extra Charges for “Bespoke Made Easy” Calendars

The Aston Series – R.S.P

Envelopes: All prices include insertion into envelopes (A3 calendars are inserted into C3 mailing cartons).

CD Calendars: All CD Calendars (including Circular CD calendars) are supplied inserted into individual mailing cartons or padded mailing bags at no extra cost – please state your preference.

Carriage: Delivery is included to one UK Mainland address, in one consignment.

Proofs: Colour content or .pdf **proofs** are included – please ask for prices on “wet” proofs. Amendments to proofs will be charged at **£12 per change**.

Special Highlighted Dates/Events– additional **£30 per order**.

**** ALL PRICES ARE FOR IMAGES CHOSEN FROM OUR STOCK RANGE, OR FOR SUPPLYING YOUR OWN ****

ARTWORK

When supplying your own images: Please use a high res digital camera and make sure your pictures are correctly sized using a photo editing software program.

We can manipulate your images for a cost of £5.00 per photo

VAT is extra on all prices.

RECYCLED MATERIALS

The complete “Bespoke Made Easy” range is also available on recycled paper, for a small extra charge, as follows:

Using min. 50% recycled material – add an extra 5% to the standard charges

Using 100% recycled material – add an extra 10% to the standard charges

Desk Calendars

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	50	75	100	200	300	500	750	1000
Cal760 - Advert in gold or silver ink	3.50	2.66	2.19	1.88	1.72	1.58	1.47	1.35
Cal760 - Advert in black ink only	3.50	2.65	2.16	1.60	1.36	1.15	1.04	0.96
Cal760 - Advert in any 1 or 2 colours	3.64	2.82	2.36	1.72	1.53	1.31	1.20	1.19
Cal760 - Advert in any 3 or 4 colours*	4.22	3.26	2.86	2.52	2.36	2.25	2.09	2.00
Cal774 - Advert in gold or silver ink	2.63	2.00	1.75	1.32	1.20	1.10	1.00	0.97
Cal774 - Advert in black ink only	3.30	2.34	1.87	1.31	1.22	1.12	1.02	0.95
Cal774 - Advert in any 1 or 2 colours	4.02	2.87	2.30	1.57	1.38	1.16	1.04	0.96
Cal774 - Advert in any 3 or 4 colours*	4.19	3.00	2.54	1.68	1.41	1.19	1.07	0.99
Cal140 - Printed in any 2 colours	4.35	3.19	2.87	2.29	2.06	1.96	1.84	1.82
Cal140 - Advert in any 3 or 4 colours*	4.65	4.08	3.64	2.90	2.70	2.40	2.28	2.00
Cal720 – printed in any 2 colours	3.39	3.07	2.86	1.86	1.53	1.21	1.05	1.01
Cal721 – printed in full colour	3.53	3.26	3.01	2.00	1.68	1.32	1.18	1.10
Cal776 - Printed in any 2 colours	2.70	2.50	2.10	1.34	1.10	0.92	0.80	0.70
Cal776 - Advert in any 3 or 4 colours*	3.00	2.80	2.50	1.48	1.26	0.99	0.90	0.80
Cal479 - Advert in gold or silver ink	5.00	4.71	4.32	3.80	3.62	3.43	3.38	3.32
Cal479 - Advert in any 1 or 2 colours	5.92	4.98	4.45	3.76	3.42	3.19	3.12	2.99
Cal479 - Advert in any 3 or 4 colours*	6.50	5.50	4.98	4.00	3.66	3.33	3.19	3.08
Cal459 - Advert in gold or silver ink	4.99	4.51	4.03	3.60	3.43	3.29	3.13	3.03
Cal142 - Printed throughout in any 2, 3 or 4 colours*	10.61	8.49	7.41	5.74	5.16	4.58	4.13	4.02
Cal710 – printed in any 2 colours	3.65	3.20	2.56	1.72	1.49	1.33	1.19	1.15
Cal730 – Printed in full colour	1.55	1.05	0.81	0.49	0.35	0.25	0.21	0.18

* Price also applies for printing in full colour

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The following (Cal440 & Cal450) are printed in gold or silver foil.

	50	75	100	200	300	500	750	1000
Cal440 – Leatherette	5.81	5.62	5.10	4.86	4.55	4.42	4.21	4.15
Cal450 – PVC	4.75	3.96	3.85	3.75	3.63	3.55	3.45	3.36

Extra charge for blocking die (Applies to Cal440 & Cal450 only) - **£54 each.** (Note: Where the advert exceeds the stated area, the blocking die cost will increase)

	50	75	100	200	300	500	750	1000
Cal460 – Encapsulated PVC easel - Printed in full Colour	7.10	5.98	5.50	4.80	4.54	4.12	3.84	3.35
Cal470 – Printed in full Colour	4.70	3.90	3.48	3.18	3.00	2.90	2.45	2.35

Note: The Cal440, Cal450, Cal460 & Cal470 are all supplied inserted into individual mailing cartons

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The Desk Tidy

	50	75	100	200	300	500	750	1000
Cal775 & Cal777 – (Desk Tidy) - Printed in any 1 or 2 colours	4.00	3.03	2.29	1.86	1.52	1.32	1.18	1.13
Cal775 & Cal777 – (Desk Tidy) - Printed in any 3 or 4 colours*	4.45	3.56	2.80	2.07	1.79	1.56	1.48	1.38

	50	75	100	200	300	500	750	1000
Cal153 – Printed in any 2 colours	7.00	6.56	6.08	5.72	5.42	5.00	4.80	4.59
Cal153 – Printed in any 3 or 4 colours*	7.90	7.36	6.76	6.03	5.72	5.35	5.10	4.90
Cal157 – Printed in any 2 colours	5.35	4.43	3.80	3.22	2.86	2.65	2.28	2.00
Cal157 – Printed in any 3 or 4 colours*	5.62	4.85	4.29	3.53	3.25	3.05	2.96	2.86

** Price also applies for printing in full colour*

Commercial and Engagement Calendars

Headcard/Backboard Calendars

	50	75	100	200	300	500	750	1000
Cal166 – Advert in black ink only	3.80	2.90	2.45	1.79	1.62	1.43	1.35	1.29
Cal166 – Advert in any 2 colours	4.29	3.18	2.76	2.05	1.78	1.62	1.52	1.36
Cal166 – Advert in any 3 or 4 colours*	4.91	3.75	3.08	2.15	1.88	1.66	1.55	1.43
Cal182 – Advert in black ink only	4.50	3.35	2.75	2.28	2.05	1.96	1.83	1.78
Cal182 – Advert in any 2 colours	4.98	3.80	3.20	2.71	2.51	2.27	2.10	2.00
Cal182 – Advert in any 3 or 4 colours*	5.31	4.17	3.55	2.89	2.68	2.36	2.18	2.11
Cal183 – Advert in black ink only	4.10	3.36	2.86	2.18	1.98	1.93	1.86	1.75
Cal183 – Advert in any 2 colours	4.54	3.44	3.00	2.38	2.21	2.05	1.95	1.88
Cal183 – Advert in any 3 or 4 colours*	5.19	4.11	3.48	2.66	2.45	2.19	2.13	2.06
Cal154 – Advert in black ink only	3.55	2.93	2.49	1.86	1.65	1.58	1.48	1.43
Cal154 – Advert in any 2 colours	3.96	3.13	2.66	2.00	1.79	1.68	1.56	1.50
Cal154 – Advert in any 3 or 4 colours*	4.50	3.64	2.98	2.12	1.83	1.66	1.55	1.49
Cal184 – Advert in black ink only	3.76	3.39	2.98	2.32	2.19	2.03	1.99	1.95
Cal184 – Advert in any 2 colours	4.22	3.44	3.05	2.49	2.31	2.08	2.02	2.01
Cal184 – Advert in any 3 or 4 colours*	5.00	4.04	3.52	2.68	2.46	2.19	2.11	2.06

** Price also applies for printing in full colour*

	50	75	100	200	300	500	750	1000
Cal150 – Printed in any 2 colours	5.72	4.55	3.78	3.18	2.84	2.68	2.60	2.32
Cal150 – Printed in any 3 or 4 colours*	5.92	4.87	4.29	3.54	3.26	3.06	2.96	2.86
Cal186 – Printed in any 2 colours	4.40	3.87	3.41	2.68	2.35	2.08	1.80	1.65
Cal186 – Printed in any 3 or 4 colours*	4.55	3.94	3.48	2.84	2.59	2.46	2.36	2.22
Cal191 – printed in Black ink throughout	4.10	3.87	3.08	2.85	2.31	2.06	1.96	1.91
Cal192 – Printed in any 2 colours	6.54	5.95	5.58	4.84	4.64	4.47	4.29	4.24
Cal192 – Printed in any 3 or 4 colours*	6.78	5.88	5.52	4.98	4.77	4.59	4.45	4.38
Cal188 – Advert in any 2 colours	8.74	8.08	6.57	6.15	6.00	5.92	5.13	4.58
Cal188 – Printed in any 3 or 4 colours*	9.14	8.48	6.97	6.54	6.36	6.22	5.42	4.87
Cal193 – Printed in full colour	4.45	3.60	3.05	2.30	2.07	1.86	1.79	1.70
Cal189 – Printed in full colour	8.99	8.30	7.60	6.20	6.00	5.80	5.55	4.90

Single Picture Board Calendars

The Aston Series – R.S.P

	50	75	100	200	300	500	750	1000
Cal367 – Advert in black ink only	4.00	3.55	3.11	2.39	2.06	1.93	1.81	1.73
Cal367 – Advert in any 2 colours	5.01	3.94	3.58	2.46	2.15	2.01	1.93	1.83
Cal367 – Advert in any 3 or 4 colours	5.72	4.35	3.62	2.55	2.25	2.09	1.99	1.88
Cal667 – Advert in black ink only	4.98	4.24	3.70	3.08	2.86	2.71	2.55	2.33
Cal667 – Advert in any 2 colours	5.54	4.47	4.04	3.41	3.14	2.96	2.91	2.86
Cal667 – Advert in any 3 or 4 colours	6.00	5.10	4.87	3.92	3.65	3.38	3.26	3.21
Cal366 – Advert in black ink only	4.00	3.55	3.11	2.39	2.06	1.93	1.81	1.73
Cal366 – Advert in any 2 colours	5.01	3.94	3.58	2.46	2.15	2.01	1.93	1.83
Cal366 – Advert in any 3 or 4 colours	5.72	4.35	3.62	2.55	2.25	2.09	1.99	1.88
Cal160 – printed in full colour	3.22	2.65	2.15	1.49	1.25	1.02	0.95	0.80

Larger range of pictures available this year – see brochure for details

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International Shipping Calendars

	50	75	100	200	300	500	750	1000
Cal600 - Advert in any 2 colours	15.00	14.50	14.11	9.64	8.00	7.00	6.49	6.35
Cal600 - Advert in any 3 or 4 colours*	19.48	19.00	18.66	13.73	10.98	8.73	7.72	7.15
Cal601 - Advert in any 2 colours	10.53	8.72	6.44	4.45	4.30	4.10	3.58	3.51
Cal601 - Advert in any 3 or 4 colours*	13.54	11.65	9.29	6.93	5.47	4.44	4.00	3.92
Cal602 - Advert in any 2 colours	13.05	12.79	12.44	7.71	6.59	5.73	5.38	5.17
Cal602 - Advert in any 3 or 4 colours*	17.58	17.22	16.94	12.21	9.48	7.37	6.41	5.78

All shipping calendars are supplied inserted into mailing cartons

Extra charge for date pads in a different colour than standard (Shipping Calendars):

Cal601 - £1.58 each

Cal600 & Cal602 - £1.71 each

**Price also applies for printing in full colour*

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VAT is extra on all prices.

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Extra Charges for all Aston Calendars

Special Highlighted Dates/Events (excludes headcard & backboard calendars) – additional **£30.00 per order**

Proofs: Colour content or .pdf **proofs** are included – please ask for prices on “wet” proofs. Amendments to proofs will be charged at **£12 per change**.

Envelopes: All calendars are supplied inserted into envelopes or mailing cartons and carriage is included to one UK Mainland address, in one consignment.

Artwork: Artwork is to be supplied as our artwork specifications - any artwork manipulation required will be charged according to the time taken.

VAT is extra on all prices.

Lead-Times: Please allow 4-6 weeks lead-time from proof approval at peak times (ask about our premium service for quick turnaround).

Environmental Information

The Aston Range is manufactured using the following environmental guidelines:

- All stock paper is from FSC accredited suppliers – this means that it comes from sustainable forests
- All white envelopes are made from EFC (carbon-free) materials
- All manilla envelopes, board envelopes and board are made from recycled material
- Manufacturing practices are carried out under ISO14001 guidelines, including waste disposal and recycling

The complete Aston range is also available on recycled paper, for a small extra charge, as follows:

Using min. 50% recycled material – add an extra 5% to the standard charges

Using 100% recycled material – add an extra 10% to the standard charges

Why Calendars?

- Calendars are still the most cost-effective form of advertising.
- Calendars are used every day, therefore your Company name and sales message is being looked at by your customer every day!
- Everybody needs a calendar. Even in this modern age of computers and mobile phones, we still like to write appointments down.

Why Aston Calendars?

- Excellent quality guaranteed every time!
- More choice and variety than any other supplier, with many different templates and an endless selection of images to suit all tastes.
- Flexibility in design such as calendars starting on any month, annotated dates, “mix and match” and using your own images.
- Your Aston calendar can also be personalised individually, ensuring that the recipient will use it over and above a competitor’s.
- Guaranteed despatch dates.
- All calendars in the Aston Range are produced to ISO14001 environmental guidelines and are available on recycled stock.
- We specialise in bespoke calendars for organisations such as schools, charities and sports clubs.
- Manufactured in the UK with over 100 years of calendar expertise.

