

# David Marshall Print & Promotions

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## The Aston Series Price List – 2012 Calendars (effective 1<sup>st</sup> April 2011) - SELLING PRICES

### BESPOKE MADE EASY™ PICTORIAL WALL CALENDARS -Printed in full colour throughout.

| WALL Templates  | 50   | 75   | 100  | 200  | 300  | 500  | 750  | 1000 |
|---|------|------|------|------|------|------|------|------|
| <b>CAL195<br/>A4 POSTCARD CALENDAR</b>                            | 7.35 | 6.30 | 5.25 | 4.57 | 4.32 | 4.20 | 3.87 | 3.59 |
| WALL-B )<br>WALL-C ) <b>12 leaves</b><br>WALL-D ) <b>Size: A4</b> | 6.22 | 5.32 | 4.51 | 3.85 | 3.62 | 3.42 | 3.07 | 2.79 |
| WALL-B )<br>WALL-C ) <b>12 leaves</b><br>WALL-D ) <b>Size: A3</b> | 8.99 | 7.98 | 6.91 | 6.60 | 6.31 | 6.18 | 5.35 | 4.51 |
| WALL-A ) <b>6 leaves</b><br>WALL-E ) <b>Size: A4</b>              | 5.75 | 4.71 | 4.09 | 3.20 | 2.98 | 2.85 | 2.50 | 2.32 |
| WALL-A ) <b>6 leaves</b><br>WALL-E ) <b>Size: A3</b>              | 6.83 | 6.35 | 5.39 | 4.30 | 4.15 | 3.99 | 3.69 | 3.42 |
| WALL-F – <b>12 leaves</b><br>Size: 320 x 137mm                    | 4.55 | 3.94 | 3.48 | 2.84 | 2.59 | 2.46 | 2.36 | 2.22 |
| WALL-G – inc. cover<br>Size: 298 x 500mm                          | 8.75 | 8.00 | 7.35 | 5.98 | 5.69 | 5.49 | 5.30 | 4.89 |
| WALL-H – inc. cover<br>Size: 297 x 420mm                          | 7.98 | 7.23 | 6.36 | 4.98 | 4.75 | 4.50 | 4.33 | 3.98 |
| WALL-J - 12 leaves<br>Size: A3 LANDSCAPE<br><b>**** NEW ****</b>  | 8.99 | 7.98 | 6.91 | 6.47 | 6.31 | 6.18 | 5.35 | 4.51 |

### EXTRAS

#### Full colour cover:

|                                     |       |
|-------------------------------------|-------|
| Desk calendars / A4 Wall and Wall-F | £0.25 |
| All A3 Calendars                    | £0.43 |

### Extra Charges for “Bespoke Made Easy” Calendars

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

**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 **per change** at £11.50

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

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

#### Recycled Option:

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

**BESPOKE MADE EASY™ PICTORIAL DESK CALENDARS -Printed in full colour throughout.**

| DESK Templates   | 50   | 75   | 100  | 200  | 300  | 500  | 750  | 1000 |
|--|------|------|------|------|------|------|------|------|
| CD-1 / CD-2 / CD-4<br>CD-5 / CD-6                                  | 3.85 | 3.29 | 2.99 | 2.58 | 2.25 | 2.13 | 2.08 | 2.02 |
| Circular CD Calendars  | 5.00 | 4.75 | 4.40 | 3.70 | 3.30 | 2.98 | 2.68 | 2.45 |
| DESK-A / DESK-H<br>DESK-J – 12 leaves                              | 4.40 | 3.80 | 3.40 | 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 / DESK-E<br>DESK-K / DESK-L<br>DESK-M / DESK-N<br>12 leaves | 4.65 | 4.08 | 3.64 | 2.90 | 2.70 | 2.40 | 2.28 | 2.00 |
| DESK-D / DESK-F<br>DESK-G – 12 leaves                              | 5.99 | 5.00 | 4.45 | 3.77 | 3.40 | 3.00 | 2.70 | 2.50 |

**EXTRAS**

**Full colour cover:**

|                             |       |
|-----------------------------|-------|
| Desk calendars              | £0.25 |
| Extra card for CD calendars | £0.12 |

**Extra Charges for “Bespoke Made Easy” Calendars**

**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 **per change** at £11.50

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

Prices for Black & White Calendars are available on request

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

**Recycled Option:**

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

|   | 50    | 75   | 100  | 200  | 300  | 500  | 750  | 1000 |
|---|-------|------|------|------|------|------|------|------|
| <b>Cal760</b> - Advert in gold or silver ink  | 3.57  | 2.70 | 2.24 | 1.88 | 1.72 | 1.58 | 1.47 | 1.35 |
| <b>Cal760</b> - Advert in black ink only  | 3.50  | 2.65 | 2.16 | 1.60 | 1.36 | 1.15 | 1.04 | 0.96 |
| <b>Cal760</b> - Advert in any 1 or 2 colours  | 3.64  | 2.82 | 2.36 | 1.72 | 1.53 | 1.31 | 1.20 | 1.19 |
| <b>Cal760</b> - Advert in any 3 or 4 colours*   | 4.22  | 3.26 | 2.86 | 2.52 | 2.36 | 2.25 | 2.09 | 2.00 |
| <b>Cal774</b> - Advert in gold or silver ink  | 2.63  | 2.00 | 1.75 | 1.32 | 1.20 | 1.10 | 1.00 | 0.97 |
| <b>Cal774</b> - Advert in black ink only  | 3.43  | 2.43 | 1.95 | 1.31 | 1.22 | 1.12 | 1.02 | 0.95 |
| <b>Cal774</b> - Advert in any 1 or 2 colours  | 4.02  | 2.87 | 2.30 | 1.57 | 1.38 | 1.16 | 1.04 | 0.96 |
| <b>Cal774</b> - Advert in any 3 or 4 colours*   | 4.19  | 3.00 | 2.54 | 1.68 | 1.41 | 1.19 | 1.07 | 0.99 |
| <b>Cal140</b> - Printed in any 2 colours  | 4.35  | 3.19 | 2.87 | 2.29 | 2.06 | 1.96 | 1.84 | 1.82 |
| <b>Cal140</b> - Advert in any 3 or 4 colours*   | 4.65  | 4.08 | 3.64 | 2.90 | 2.70 | 2.40 | 2.28 | 2.00 |
| <b>Cal720</b> – printed in any 2 colours  | 3.53  | 3.19 | 2.86 | 1.86 | 1.53 | 1.21 | 1.05 | 1.01 |
| <b>Cal721</b> – printed in full colour  | 3.67  | 3.39 | 3.01 | 2.00 | 1.68 | 1.32 | 1.18 | 1.10 |
| <b>Cal776</b> - Printed in any 2 colours  | 2.70  | 2.50 | 2.10 | 1.34 | 1.10 | 0.92 | 0.80 | 0.70 |
| <b>Cal776</b> - Advert in any 3 or 4 colours*   | 3.00  | 2.80 | 2.50 | 1.48 | 1.26 | 0.99 | 0.90 | 0.80 |
| <b>Cal142</b> - Printed throughout in full colour                                     | 10.61 | 8.49 | 7.41 | 5.74 | 5.16 | 4.58 | 4.13 | 4.02 |
| <b>Cal142</b> - Printed with full colour cover <b>black only inner</b>                | 7.12  | 5.86 | 4.94 | 3.66 | 3.40 | 3.17 | 3.06 | 2.93 |
| <b>Cal710</b> – printed in any 2 colours  | 3.65  | 3.20 | 2.56 | 1.72 | 1.49 | 1.33 | 1.19 | 1.15 |
| <b>Cal730</b> – Printed in full colour  | 1.55  | 1.05 | 0.81 | 0.49 | 0.35 | 0.25 | 0.21 | 0.18 |
| <b>Cal605 –DESK SHIPPING CALENDAR.</b><br>Advert in full colour<br><b>*** NEW ***</b> | 3.99  | 3.29 | 2.96 | 2.47 | 2.39 | 2.23 | 2.17 | 2.07 |

**DAILY DESK CALENDARS**

|   | 50   | 75   | 100  | 200  | 300  | 500  | 750  | 1000 |
|---|------|------|------|------|------|------|------|------|
| <b>Cal479</b> - Advert in any 1 or 2 colours                | 5.92 | 4.98 | 4.45 | 3.76 | 3.42 | 3.19 | 3.12 | 2.99 |
| <b>Cal479</b> - Advert in any 3 or 4 colours or full colour | 6.50 | 5.50 | 4.98 | 4.00 | 3.66 | 3.33 | 3.19 | 3.08 |
| <b>Cal479</b> - Advert in any Black ink only                | 4.68 | 4.20 | 3.50 | 2.76 | 2.55 | 2.29 | 2.15 | 2.06 |
| <b>Cal459</b> - Advert in gold or silver ink                | 4.99 | 4.51 | 4.03 | 3.60 | 3.43 | 3.29 | 3.13 | 3.03 |

The following (Cal440 & Cal450) are **foiled** in gold or silver (**Cal450's** can also be screen printed – please ask for separate pricelist)

|                             | 50   | 75   | 100  | 200  | 300  | 500  | 750  | 1000 |
|-----------------------------|------|------|------|------|------|------|------|------|
| <b>Cal440 – Leatherette</b> | 5.81 | 5.62 | 5.10 | 4.86 | 4.55 | 4.42 | 4.21 | 4.15 |
| <b>Cal450 – PVC</b>         | 4.75 | 3.96 | 3.85 | 3.75 | 3.63 | 3.55 | 3.45 | 3.20 |

**Extra charge for blocking die (Applies to Cal440 & Cal450 only) –£57 each**  
 (Note: Where the advert exceeds the stated area, the blocking die cost will increase)

|  | 50   | 75   | 100  | 200  | 300  | 500  | 750  | 1000 |
|--|------|------|------|------|------|------|------|------|
| <b>Cal460 – Encapsulated PVC easel</b><br>- Printed in full Colour | 7.10 | 5.98 | 5.50 | 4.80 | 4.54 | 4.12 | 3.84 | 3.35 |
| <b>Cal470 – Printed in full Colour</b>                             | 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  
 RSP = Recommended Selling Price

**The Desk Tidy**

|  | 50   | 75   | 100  | 200  | 300  | 500  | 750  | 1000 |
|--|------|------|------|------|------|------|------|------|
| <b>Cal775 &amp; Cal777 – (Desk Tidy)</b><br>- Printed in any 1 or 2 colours  | 4.16 | 3.15 | 2.38 | 1.86 | 1.52 | 1.32 | 1.18 | 1.13 |
| <b>Cal775 &amp; Cal777 – (Desk Tidy)</b><br>- Printed in any 3 or 4 colours* | 4.45 | 3.56 | 2.80 | 2.07 | 1.79 | 1.56 | 1.48 | 1.38 |

\*\*\*\*\* Extra cost for lamination (matt or gloss) on the desk tidy: £0.15 each \*\*\*\*\*

## Planners

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

## Commercial and Engagement Calendars

|   | 50   | 75   | 100  | 200  | 300  | 500  | 750  | 1000 |
|---|------|------|------|------|------|------|------|------|
| <b>Cal166</b> – Advert in black ink only      | 3.95 | 3.00 | 2.54 | 1.86 | 1.69 | 1.48 | 1.40 | 1.34 |
| <b>Cal166</b> – Advert in any 2 colours       | 4.46 | 3.30 | 2.87 | 2.13 | 1.85 | 1.68 | 1.58 | 1.41 |
| <b>Cal166</b> – Advert in any 3 or 4 colours* | 4.91 | 3.75 | 3.08 | 2.15 | 1.88 | 1.66 | 1.55 | 1.43 |
| <b>Cal182</b> – Advert in black ink only      | 4.68 | 3.48 | 2.86 | 2.37 | 2.05 | 1.96 | 1.83 | 1.78 |
| <b>Cal182</b> – Advert in any 2 colours       | 4.98 | 3.80 | 3.20 | 2.71 | 2.51 | 2.27 | 2.10 | 2.00 |
| <b>Cal182</b> – Advert in any 3 or 4 colours* | 5.31 | 4.17 | 3.55 | 2.89 | 2.68 | 2.36 | 2.18 | 2.11 |
| <b>Cal183</b> – Advert in black ink only      | 4.26 | 3.49 | 2.97 | 2.18 | 1.98 | 1.93 | 1.86 | 1.75 |
| <b>Cal183</b> – Advert in any 2 colours       | 4.72 | 3.57 | 3.12 | 2.38 | 2.21 | 2.05 | 1.95 | 1.88 |
| <b>Cal183</b> – Advert in any 3 or 4 colours* | 5.19 | 4.11 | 3.48 | 2.66 | 2.45 | 2.19 | 2.13 | 2.06 |
| <b>Cal154</b> – Advert in black ink only      | 3.55 | 2.93 | 2.49 | 1.86 | 1.65 | 1.58 | 1.48 | 1.43 |
| <b>Cal154</b> – Advert in any 2 colours       | 3.96 | 3.13 | 2.66 | 2.00 | 1.79 | 1.68 | 1.56 | 1.50 |
| <b>Cal154</b> – Advert in any 3 or 4 colours* | 4.50 | 3.64 | 2.98 | 2.12 | 1.83 | 1.66 | 1.55 | 1.49 |

|  | 50   | 75   | 100  | 200  | 300  | 500  | 750  | 1000 |
|--|------|------|------|------|------|------|------|------|
| <b>Cal184</b> – Advert in black ink only   | 3.76 | 3.39 | 2.98 | 2.32 | 2.19 | 2.03 | 1.99 | 1.95 |
| <b>Cal184</b> – Advert in any 2 colours  | 4.22 | 3.44 | 3.05 | 2.49 | 2.31 | 2.08 | 2.02 | 1.96 |
| <b>Cal184</b> – Advert in any 3 or 4 colours*                                    | 5.00 | 4.04 | 3.52 | 2.68 | 2.46 | 2.19 | 2.11 | 2.06 |
| <b>Cal800 – MAGNETIC CALENDAR</b><br>Advert in full colour<br><b>*** NEW ***</b> | 2.75 | 2.26 | 1.92 | 1.55 | 1.40 | 1.32 | 1.29 | 1.28 |
| <b>Cal150</b> – Printed in any 2 colours   | 5.72 | 4.55 | 3.78 | 3.18 | 2.84 | 2.68 | 2.60 | 2.32 |
| <b>Cal150</b> – Printed in any 3 or 4 colours*                                   | 5.92 | 4.87 | 4.29 | 3.54 | 3.26 | 3.06 | 2.96 | 2.86 |
| <b>Cal186</b> – Printed in any 2 colours   | 4.40 | 3.87 | 3.41 | 2.68 | 2.35 | 2.08 | 1.80 | 1.65 |
| <b>Cal186</b> – Printed in any 3 or 4 colours*                                   | 4.55 | 3.94 | 3.48 | 2.84 | 2.59 | 2.46 | 2.36 | 2.22 |
| <b>Cal191</b> – printed in Black ink throughout                                  | 4.10 | 3.87 | 3.08 | 2.85 | 2.31 | 2.06 | 1.96 | 1.91 |
| <b>Cal192</b> – Printed in any 2 colours   | 6.54 | 5.95 | 5.58 | 4.84 | 4.64 | 4.47 | 4.29 | 4.24 |
| <b>Cal192</b> – Printed in any 3 or 4 colours*                                   | 6.78 | 5.88 | 5.52 | 4.98 | 4.77 | 4.59 | 4.45 | 4.38 |
| <b>Cal188</b> – Advert in any 2 colours  | 8.74 | 7.71 | 6.57 | 6.15 | 6.00 | 5.92 | 5.13 | 4.29 |
| <b>Cal193</b> – Printed in full colour   | 4.45 | 3.60 | 3.05 | 2.30 | 2.07 | 1.86 | 1.79 | 1.70 |

## Extra Charges

**Proofs:** Colour content or .pdf **proofs** are included – please ask for prices on “wet” proofs. Amendments to proofs will be charged **per change** at £11.50

**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.

For further details please refer to our artwork specification sheet

The Aston Series Price List – 2012 Calendars – SELLING PRICES

| <b>SINGLE PICTURE BOARD CALENDARS</b>                          | <b>50</b> | <b>75</b> | <b>100</b> | <b>200</b> | <b>300</b> | <b>500</b> | <b>750</b> | <b>1000</b> |
|--|-----------|-----------|------------|------------|------------|------------|------------|-------------|
| <b>Cal 366 &amp; Cal367</b><br>Advert in black ink only        | 4.00      | 3.55      | 3.11       | 2.39       | 2.06       | 1.93       | 1.81       | 1.73        |
| <b>Cal366 &amp; Cal367</b><br>Advert in any 2 colours          | 5.01      | 3.94      | 3.58       | 2.46       | 2.15       | 2.01       | 1.93       | 1.83        |
| <b>Cal366 &amp; Cal367</b><br>Advert in any 3 or 4 colours     | 5.72      | 4.35      | 3.62       | 2.55       | 2.25       | 2.09       | 1.99       | 1.88        |
| <b>Cal667 with wall pocket</b><br>Advert in black ink only     | 4.98      | 4.24      | 3.70       | 3.08       | 2.86       | 2.71       | 2.55       | 2.33        |
| <b>Cal667 with wall pocket</b><br>Advert in any 2 colours      | 5.54      | 4.47      | 4.04       | 3.41       | 3.14       | 2.96       | 2.91       | 2.86        |
| <b>Cal667 with wall pocket</b><br>Advert in any 3 or 4 colours | 6.00      | 5.10      | 4.87       | 3.92       | 3.65       | 3.38       | 3.26       | 3.21        |
| <b>Cal160 – printed in full colour</b>                         | 3.00      | 2.55      | 2.05       | 1.45       | 1.30       | 1.06       | 1.00       | 0.85        |

**International Shipping Calendars**

|   | <b>50</b> | <b>75</b> | <b>100</b> | <b>200</b> | <b>300</b> | <b>500</b> | <b>750</b> | <b>1000</b> |
|---|-----------|-----------|------------|------------|------------|------------|------------|-------------|
| <b>Cal600 - Advert in any 2 colours (wire bound)</b>                                  | 15.60     | 15.00     | 14.65      | 10.00      | 8.32       | 7.28       | 6.75       | 6.60        |
| <b>Cal600 - Advert in any 3 or 4 colours* (wire bound)</b>                            | 19.48     | 19.00     | 18.66      | 13.73      | 10.98      | 8.73       | 7.72       | 7.15        |
| <b>Cal601 - Advert in any 2 colours</b>   | 10.95     | 9.05      | 6.70       | 4.63       | 4.47       | 4.26       | 3.72       | 3.65        |
| <b>Cal601 - Advert in any 3 or 4 colours*</b>   | 13.54     | 11.65     | 9.29       | 6.93       | 5.47       | 4.44       | 4.00       | 3.92        |
| <b>Cal602 - Advert in any 2 colours</b>   | 13.55     | 13.30     | 12.94      | 8.00       | 6.85       | 5.96       | 5.58       | 5.38        |
| <b>Cal602- Advert in any 3 or 4 colours*</b>  | 17.58     | 17.22     | 16.94      | 12.21      | 9.48       | 7.37       | 6.41       | 5.78        |
| <b>Cal605 –DESK SHIPPING CALENDAR.</b><br>Advert in full colour<br><b>*** NEW ***</b> | 3.99      | 3.29      | 2.96       | 2.47       | 2.39       | 2.23       | 2.17       | 2.07        |

All shipping calendars are supplied inserted into mailing cartons

\*\*\*\*\* QUAD-MONTHLY VERSION OF CAL602 IS AVAILABLE - PRICES ON APPLICATION \*\*\*\*\*

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

Cal601 - £1.58 each

Cal600 & Cal602 - £1.71 each

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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 **per change** at **£11.50**

**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.

For further details please refer to our artwork specification sheet

### **When supplying your own images:**

If your artwork is supplied as digital files, as per our preferred formats, there will be no extra charge for origination. Where photographs, paintings, drawings etc. are supplied, scans will be charged extra @ **£6.50 per scan** on A4 and desk calendars and **£12.00 per scan** on A3 calendars.  
(For a very high quality finish, eg. scenic views, this price may be higher – please ask for details).

For further information, please see our artwork spec. sheet

VAT is extra on all prices.

**VAT is extra on all prices.**

**UK MAINLAND CARRIAGE IS INCLUDED IN ALL STOCK CALENDAR PRICES (1 consignment)**

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

### **Recycled Option:**

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