



— ANNOUNCING —

***A New, Annual Publication Date For Tru Art's  
Calendar And Non-Dated Products Catalog***

The busiest selling and buying time for Calendar Advertising is from June – December each year.

After talking with colleagues and industry professionals, Tru Art will NOW release its new Calendar and Non-Dated products catalog in May of each year with pricing effective June 1 – May 31.

*As Always, Early Order Discounts will be offered January - May!*

*By innovating the publishing and release date of our catalog we best synchronize our line and capabilities with your high-demand selling season:*

- Your new Tru Art catalogs will arrive by June 1, the beginning of the busy selling cycle. Catalogs will be fresh and introduce new products and ideas.
- Take advantage of the latest and most relevant buyer trends, styles, themes, wanted features and marketing preferences.
- You will be presenting the newest products, technologies, materials and manufacturing techniques at the height of the sales and distribution season to provide more innovation to clients.

**USE YOUR CURRENT TRU ART CATALOG for 2018 CALENDARS EARLY ORDER PRICING**

Keep And Use Your Current Full Line 2016 Selling Year Catalog!  
Early Order Prices Shown In That Catalog Will Remain Effective  
Through May 31, 2017 For 2018 Calendars & Non-Dated Products  
(Use the “thru 5/31/16” price schedule)

Note: if needed, a limited supply of the current 2016 sales year catalogs remain available

**New Products, New Picture Selections For 2018 And...  
Tru Art's First Quarter “Free Freight Offer”**

For the 2017 early order selling season (2018 calendars), January – May, Tru Art will publish a “supplemental” catalog that features many new wall and desk calendars plus new picture selections for our wide range of ART CALENDARS.

***The supplemental catalog will be sent to you automatically early in January!***

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**Arriving soon to your email will be Tru Art's popular first quarter free freight offer  
and a printed copy mailed with the new products/pictures selection catalog**

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For more information please contact our sales team at: 800-878-2782 or  
Email: [orders@truart.com](mailto:orders@truart.com) and visit [www.truart.com](http://www.truart.com)