

For Your Information



GENERAL INFORMATION & INDEXES

Inside you'll find important policies and ordering information for Triumph® products. We've provided both numerical and theme indexes to make searching for our products quick and easy. You can search by product number or alphabetically by theme. For a list of discontinued items and a helpful guide to alternatives, see the discontinued/alternative styles chart.

Electronic Art Simplified

What the words 'vector' and 'raster' mean for your calendar order

Q: As a distributor, why is supplying the correct type of artwork for my ad copy important?

A: It helps us process your order faster.

Vector Artwork

Why is vector art the preferred format?

Vector art can be easily re-sized or colored and the image quality stays the same.

Why is vector art so flexible?

Vector art is simply a set of instructions that computer programs use to create an image.

How is it created?

Vector art is created with Adobe® Illustrator®, Freehand MX, or CorelDRAW®. File extensions include .eps and .ai.

Raster Artwork

What makes raster art different?

It uses a fixed grid of colors known as 'pixels' to represent images. Each pixel is assigned a specific location and color value. The large monthly picture on a calendar is a raster image.

Why raster art is NOT the preferred format?

It becomes blurry (or distorted) when shrunk or expanded. For example, if you want us to fill a 5" x 5" ad area with a raster image that was originally 2" x 2", it won't print at the quality you want. Also, it can be more difficult to change colors with raster art, especially on detailed artwork where two colors intersect or overlap.

What if I want to supply raster art?

Raster art must be supplied so the resolution matches the below criteria at print size:

- 300 ppi (pixels per inch) for pictures
- 800-1200 ppi for logos

How is it created?

Photoshop® is the program supported by Norwood Publishing that creates raster artwork. File extensions include .tif, .jpg, and .eps to name a few.



Placing Orders

Standard Production Times: Production time is listed with each product's option information. Seasonal fluctuations and size of order might affect lead times. Production time begins the day after your order is considered production ready. See Production Ready Order section for requirements.

Production Ready Order: We consider an order production ready when we have received the following information: artwork, ad copy layout, typestyle and size, item numbers and description, color of imprint and color of item, quantity, shipping method, ship address and ship date, approval of proof (if proof is requested or required), approval of credit or cash with order, and special instructions.

Early Pricing: In order to qualify for early pricing the order must be production ready by July 1, 2012. To determine if early pricing is available see individual product pricing.

Catalog Price Increases: As we finalized pricing for this catalog every effort was made to identify and project material costs from our suppliers. These increases are included in our current pricing. However, due to the volatility of crude oil prices, and the associated impact on raw material costs, we reserve the right to change catalog prices, at any time, without notice if necessary. If this is required, we will do everything we can to announce the changes ahead of time. We understand and regret the inconvenience this may cause you and your customers.

Acknowledgements: Will be sent on all orders, confirming style and ship date. We cannot be responsible for orders not received. Call factory for: automated acknowledgements, invoices or if you do not want acknowledgements sent.

Invoices: Sent after orders are produced, regardless of when shipped.

Samples: Available on all products upon request. Samples will be shipped best way. If specific shipping method is required please provide shipping account information. Please specify calendar year of sample on purchase order. Diary samples will be 2012, not 2013.

Cancellations: No cancellations without approval. Cancellations must be submitted in writing. You will be charged \$25.00(X), plus all costs incurred before cancellation request is received at the factory.

Return Policy: Unauthorized returns will not be accepted. Any complaint must be registered within 30 days of shipment.

Quantity

Less than Minimum: \$30.00(G). On multiple ad orders, less-than-minimum charge will be applied to each ad if quantity of imprint is less than minimum. Absolute minimum is half of the minimum catalog quantity shown.

Overruns & Underruns of 4% are understood to be acceptable per trade custom.

Ad Copy

We will keep your ad electronically for one year.

Imprint: Repeat Orders (refers to ad copy only): provide last year's order number as well as a copy of last year's ad; note any changes. New Orders: provide ad copy and any logo art. If your order does not reference last year's order number we will treat it as a new order and re-set your ad.

Typestyle & Ad Layout: Typesetters will use their professional judgment on typestyle and ad composition unless you specify a particular layout and/or typestyle. If you request "as close as possible to type shown," we will match or select a similar typestyle. Requests for exact type may need to be treated as artwork.

QR Codes: QR codes can be printed in the imprint area of many of our calendars. The customer is responsible for supplying the QR code as artwork along with the order. Norwood does not validate the QR code for readability or accuracy before printing.

Artwork

Artwork Supplied as Hard Copy: All keylines or hard copy will be electronically reproduced. Send sharp, high-contrast, color-separated or black-and-white artwork that needs no touch-up. Physical artwork will be kept until the order is produced. Artwork returned upon request; otherwise it will be discarded.

Artwork that is Unacceptable: Please refrain from sending the following types of materials as artwork: film, faxes, business cards, photocopies, wearables, magnets, printed materials such as yellow pages, stationery, magazine pages or Web-based artwork.

Electronic Art

Email Artwork: Send artwork via email within 24 hours of sending the order. Please include purchase order number. If sending multiple files such as fonts, logos and layout, we recommend that the files be compressed as .zip or .sitx. Artwork can also be transferred directly to us via the art transfer system. Both email and Web site are limited to 10mb attachment size. Please contact customer service for information.

FTP Artwork: For large files an FTP site is available by request only. Please contact your account executive for information.

Customer Supplied Disks: We accept the following disk formats for sending ad files: 100 or 250 Mb Zip Disk, CD-ROM and DVD.

If you need more information, please contact the factory. Software or hardware updates may have occurred since this list was compiled, contact factory for any update information.

PRODUCTION REQUIREMENTS:

To produce your ad the following needs to be contained on a disk or in email:

- All necessary fonts, if not converted to outlines or curves
- All artwork
- Colorbreaks
- Hard copy of ALL files
- Submitted scans must be at actual size (100%), and high resolution. See Preferred File Formats below.

All jobs sent on disk or emailed must include a hard copy of all files and directories. Your order will be put on hold until a hard copy or approval to do a proof is received.

Preferred File Formats

Preferred applications:

- Adobe® InDesign® • Adobe® Illustrator® • Adobe® Photoshop®

Acceptable File Formats:

- QuarkXPress®
- Freehand® MX – saved as EPS
- CorelDRAW® – exported as EPS with fonts converted to curves and embedded images included
- Press Quality PDF – PDFx compliant PDFs are acceptable. PDFs must be created at the correct size. We cannot alter your PDF. Contact Norwood for more detailed instructions if needed.
- Photos – saved as Tiff format, CMYK, scanned at 300 ppi at actual size. We prefer photos supplied in CMYK color. If you are working with CMYK images, please contact your sales rep. for our press color profile to achieve the best quality color reproduction. We can also accept RGB images but please note that they will be changed to our CMYK color profile.
- Line Art – should be created in a vector art program such as Illustrator® or CorelDRAW®. However, if this is not possible, submit bitmaps scanned at a minimum of 800 ppi.
- Any variations outside the specified file formats will incur additional charges.
- We are a Mac-based prepress facility with capabilities to also work with PC-based files.

Special Notes

Use of Bleed: Bleed is required when a page element such as a picture extends in the trimmed edge of the finished page. Our standard bleed is .125".

Use of trap: Trap is the slight overlapping of color that prevents gaps from appearing along the edges of an object because of misalignment or movement on-press. Our standard trap amount is .35 pts., and should be applied on page layout and art documents wherever colors touch.

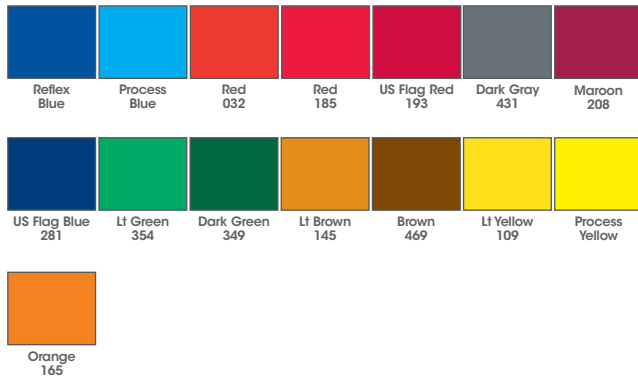
Use of Lines: No hairline rules. No rules thinner than .0048" or .34 pt.

Black-and-White Photo Reproduction (Halftones): Available on offset imprinted items only. \$22.00(G) charge for each halftone reproduced in the ad. There may be additional charges to touch up photo. No charge for repeat halftones. If not sending electronic artwork, send original photos only. See Artwork for details about electronic ads.

Standard Imprint Color: black, unless indicated on catalog page. The standard color is included in the price of the calendar. Other colors must be specified. If the color is shown below, a \$18.00(G) wash-up charge is incurred. If the color is not shown below, a \$24.00(G) ink match charge plus an \$18.00(G) wash-up charge is incurred. For 3 colors or more, contact the factory.

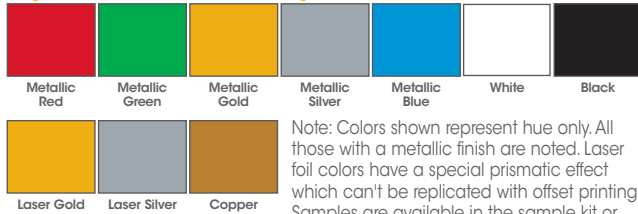
Optional Imprint Colors

(Extra Charge) — Swatches are process colors, not exact color match..



Foil: The standard color is included in the price of the calendar. Other colors must be specified. If ordering a non-standard color, a foil change charge of \$18.00(G) will be incurred.

Optional Hotstamped Foil Colors



Note: Colors shown represent hue only. All those with a metallic finish are noted. Laser foil colors have a special prismatic effect which can't be replicated with offset printing. Samples are available in the sample kit or upon request.

See page 151 for Stick Up calendar foil colors

Product/Color Variance: Due to the nature of the materials and the variance in manufactured products, we cannot guarantee exact matches within orders or on repeat orders.

Ad Copy Proofs

E-proof or faxed proof: free of charge
Mailed paper proof: \$10.00(G) each
Full color mailed proofs: \$35.00(G) each
Virtual calendar and ad proof: \$25.00(G) each

Personalization

General Information: Personalization is available if noted in the option information for each item. Electronic or typewritten lists of names should be received at the factory no later than September 15 to guarantee pre-holiday delivery. Orders will not be produced until complete list is received. When the total order quantity exceeds the personalized quantity, we will produce the remaining calendars with the name area blank. Fax copies are not acceptable. Call factory for production schedule.

Personalization Charges: See individual tabs.

When Supplying Names: Please submit your list of names using an Excel® spreadsheet, formatted as follows:

First Name	Last Name
JOHN	SMITH
JILL	JOHNSON

Note: We will not proofread lists of names supplied electronically. Therefore, we cannot be responsible for errors. Supply names exactly as you want them to appear on the calendars, in the correct format.

Note: Personalization specifics, such as fonts, for planners and diaries are found on individual tabs.

Standard Typestyle: Palatino Bold in all upper case as shown:

RAYMOND T. JONES

For many styles you may specify a font of your choice. Please contact the factory to determine if the style you are ordering offers this option. If we don't have your requested font, the factory will contact you to suggest alternatives, or provide instructions for sending your font to us. If you choose Small Caps or Brush Script, your list or file must be supplied in upper/lower case. If not specified, the standard typestyle will be used.

More information about personalization: We suggest that you add to your personalization list a number of calendars that read, "Created Especially for A Special Friend." You will receive a personalization charge for each calendar imprinted with "A Special Friend" unless the quantity meets the minimum ad copy requirements.

If the order quantity exceeds the personalization quantity: please specify what we are to do with the balance. If personalized and non-personalized ad copy is wanted, there will be a copy change charge. See specific styles. The minimum calendar quantity for each must be met, or a \$30.00(G) less-than-minimum charge will apply.

We will not add, delete, or change names on lists already produced.

Personalization Examples:

Pro-Rite Corporation
Tools - Dies - Jigs - Fixtures - Special Machines & Products
Phone (862) 953-2211 • FAX (862) 953-5630
5299 Valley Drive — Brighton, Vermont

Non-Personalized Ad Set-Up

Created Especially for...

RAYMOND T. JONES

Pro-Rite Corporation
Tools - Dies - Jigs - Fixtures - Special Machines & Products
Phone (862) 953-2211 • FAX (862) 953-5630
5299 Valley Drive — Brighton, Vermont

Personalized Ad Set-Up

Individual Mailing of Personalized Calendars: Please supply personalized names and addresses in the same document. Excel® or delimited text files are preferred. See Shipping/Mailing on page 231 for mailing information.

Shipping/Mailing

MAIL SERVICE FOR STANDARD A MAILING

Due to ongoing US Postal regulations with the "Move Update Program," we cannot process individual mailed orders more than 90 days prior to your requested ship date.

Super Saver Service: We will generate mailing labels from customer supplied Excel® spreadsheet, attach to packages, and mail. See the bottom of this page for correct spreadsheet formatting. Call factory for correct disk format information. \$0.25(G) each for non-personalized calendars. \$0.35(G) each for personalized calendars. Plus postage costs at current rates.

Regular Mail Service: If an Excel® spreadsheet is not available, we will generate mailing labels from customer supplied hard copy list, attach to packages, and mail. See the bottom of this page for correct spreadsheet formatting. \$0.35(G) each for non-personalized calendars. \$0.45(G) each for personalized calendars. Plus postage costs at current rates.

Bulk Permit: No Charge. All addresses from customer supplied lists are run through current USPS-certified software for the most efficient mailing of your product. We follow US Postal regulations. Minimum 200 pieces or 50 lbs. Shipments must meet all postal requirements. Call factory for details.

Imprinting Envelopes: \$16.00(G) set-up (5 lines) plus \$0.06(G) each running for one-color (black) imprinting. For other colors, see Optional Imprint Colors on page 230.

Shipping Labels: Computer-generated shipping labels, under your name, will be provided at no charge.

C.O.D. Shipments: \$15.00(X) per shipment for handling and record keeping. No C.O.D. shipments without credit arrangements.

Drop Shipments: Shipments to multiple locations and/or attention lines per style/item on a single order: domestic locations (including Canada) - \$10.00(G); international locations - \$20.00(G)

Carrier Delays: We cannot be responsible for carrier delays.

Freight Charges: are added to customer invoice at published rates.

Shipping Information: Unless an order specifically states that we should not ship before a certain date, we reserve the right to ship as early as our production permits.

Note: A shipping notice is sent when orders are removed from storage and shipped. Unless indicated otherwise, all truck shipments will go prepaid. If it is necessary to remove an item from storage prior to ship date for any change, a \$50.00(X) charge per style/per drop will apply.

PLEASE SPECIFY ONE OF THESE STORAGE RELEASE/SHIPPING DATES:

May 1	September 1	November 1
June 1	September 15	November 15
July 1	October 1	December 1
August 1	October 15	

Orders received after November 15 will be shipped off the production line.

Third Party Freight: Add \$10.00(x) per order, per ship-to location when selecting an alternative shipping method to our preferred carrier, UPS. The consignee must handle insurance. If any selected third party charge is charged back to Norwood, these charges and any associated fees will be billed separately to your account.

International Shipping: For shipments outside United States (including Puerto Rico) declared values will be catalog pricing unless otherwise requested.

For international shipments (excluding Canada), the customer is responsible for all taxes, duties, brokerage fees and miscellaneous charges related to the shipment. For orders destined to Canada, prepaid shipments will be

Correct Format for Mailing Label Excel® Spreadsheets:

First Name	Last Name	Company	Address 1	Address 2	City	State	Zip
John	Lincoln	John's Grocery	Apt. 7	112 East 4th Street	Anytown	MN	56085

shipped DDP (Delivered Duties Paid). If an international or Canadian order is shipped via a third party, these fees will be charged to the third party account, otherwise the consignee will be billed.

For shipments with a declared value greater than \$2,500 destined to a country other than Canada, a shipper's export declaration (or Electronic Export Information) will need to be submitted to customs. All shipments that qualify for this requirement will have an additional \$20 handling fee added to the shipping cost for both third party and prepaid shipments.

The factory is not responsible for delays in customs, ocean freight shipment delays, or air freight shipment delays beyond our immediate control.

Additional Freight Charges: Charges from couriers for invalid addresses, change in transit, return due to refusal, or invalid account number will be billed as applicable.

Miscellaneous

Sizes: All sizes given in this catalog are approximations. For the convenience of our customers, actual dimensions have been rounded.

All prices are in US funds, F.O.B. factory.

Right to Refuse: We may refuse to produce an order when all artwork has been received and it is determined that the subject matter contained therein does not meet acceptable standards.

Intellectual Property: ANCHOR DESIGN, ATCHISON, **gofgreen**, GOOD VALUE CALENDARS, ICATALOG, ICATALOGUE, INNOVATION & SERVICE DELIVERED, JAFFA, KOOZIE, MOOD METERS, MY NORWOOD, NORWOOD, the NORWOOD logo, NORWOOD.COM, NORWOOD EDGE, RCC KOOZIE, SAFETY SEARCH, SPECTRACOLOR, TRIUMPH, and all related trademarks, logos and trade dress are trademarks or registered trademarks of Norwood Promotional Products and/or its affiliates or licensors in the United States and other countries and may not be used without written permission. All other trademarks are the property of their respective owners.

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Norwood reserves the right to photograph or show as samples the items produced by Norwood without liability as to trademark, copyright or other proprietary rights, and Customers placing orders with Norwood consent to such use.

As to Customer's placing custom calendar orders with Norwood, Norwood is and shall be the sole owner of all copyrights and other intellectual property rights now existing or hereafter coming into existence in and to any custom calendars (subject to Customer's copyright, if any, in its own underlying artwork). Customer shall have a limited, royalty-free non-sublicensable license to view any draft/proposal versions of a custom calendar provided by Norwood solely for the purpose of approving the product. Upon Norwood's receipt of payment in full, Customer shall also have a perpetual, royalty-free license to display and redistribute the final tangible version of the product delivered by Norwood. However, unless otherwise agreed by Norwood in writing, no such product, whether in final form or draft/proposal form, may be reproduced, modified, adapted, published, printed or used for a derivative work by Customer or any other party. All other rights are expressly reserved by Norwood.

Without limiting the generality of the foregoing, CUSTOMER ACKNOWLEDGES THAT COPYING OR PRINTING, OR CAUSING A THIRD PARTY TO COPY OR PRINT, ANY CUSTOM CALENDAR, OR CREATING A CALENDAR WITH A SUBSTANTIALLY SIMILAR SELECTION, COORDINATION OR ARRANGEMENT, WITHOUT NORWOOD'S PRIOR WRITTEN CONSENT, MAY CONSTITUTE COPYRIGHT INFRINGEMENT.

Representations and Warranties: Norwood will honor its Return Policy for any product that it determines does not meet its standards for quality and workmanship. NORWOOD DISCLAIMS ALL EXPRESS AND IMPLIED REPRESENTATIONS AND WARRANTIES WITH RESPECT TO ITS PRODUCTS INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

Discontinued/Alternative Styles

Item #	Discontinued Item	Alternative	Page #
TRIUMPH® CALENDARS			
1109	Cottages	1103 Folk Art 1117 Country Memories by Dave Barnhouse	34 33
1154	Healthy Kids	1153 Just Kids	70
1460	Beautiful Music		
1782	Southeast	1709 American Splendor	13
2506	Antique Cars	1858 Antique Cars 2303 Antique Cars	43 111

Product Updates

The chart below is not meant to be a complete listing of every update we've made for our 2013 products. For your convenience, we've only listed significant updates below. We have slightly modified other aspects of our products (such as fonts or coloring behind dategrids) to keep them current with trends.

Item #	Name	Updates
TRIUMPH® CALENDARS		
1715	Sunsets	New name: Sunrise/Sunset.
2101	World Scenic	Background color in the ad area and grid removed.
3304	Daily Catholic Guide	Updated appearance of the liturgical information.
6703	African-American Heritage Dr. Martin Luther King Jr.	Dategrid and picture area redesigned.
6704	African-American Heritage Family	Dategrid and picture area redesigned.
6705	African-American Heritage Barack Obama	Dategrid and picture area redesigned.
8170	goinggreen® Monthly Planner	Dategrid design updated for 2013.
8253	goinggreen® Hardcover Notebook	Background color on pages removed.
8371	Food & Fitness Journal	Blue cover design updated.

Environmental Mission Statement: Norwood is committed to working with our vendors and employees to incorporate environmentally friendly business practices into our daily operations. These measures benefit our local community, the state of Minnesota, and society at large. Norwood will continue to identify and act on opportunities to minimize our impact on the environment.

