DISCLAIMER:
This document is the result of an obscene amount of
work and research because I really wanted to make
a nice wood case / bezel using Ponoko for a project
I'm working on. Literally everything in this document
might be wrong and if you waste money or injure
somebody based on this document, it's your own
look out. If you can and want to correct any of the
information here, contact andrew@amorrow.com.
All images except the key callout are actual size when printed on 8.5x11 with appropriate margins. You can calibrate your printer using the box below.
Electrical

PushButtons: Columns + Rows

This is the same information in several different ways. I've gotten requests to visualize it differently, so why fight it?

1: 3+2
2: 1+2
3: 5+2
4: 3+7
5: 1+7
6: 5+7
7: 3+6
8: 1+6
9: 5+6
*: 3+4
0: 1+4
#: 5+4

Keypad Columns: 3,1,5
Keypad Rows: 2,7,6,4

PushButtons: Columns + Rows

1 2 3
4 5 6
7 8 9
*
0
#

1 2 3
4 5 6
7 8 9
*
0
#
Thanks to Jim Winburn for additional Arduino related info, and for changing the groupings on the pin layouts. MUCH more clear now!

Keypad Pin 3      Arduino digital 2
Keypad Pin 1      Arduino digital 3
Keypad Pin 5      Arduino digital 4
Keypad Pin 2      Arduino digital 5
Keypad Pin 7      Arduino digital 6
Keypad Pin 6      Arduino digital 7
Keypad Pin 4      Arduino digital 8

Notice the rowPins and colPins below in the sample code example:

```
#include <Keypad.h>

const byte ROWS = 4; // four rows
const byte COLS = 3; // three columns

char keys[ROWS][COLS] = {
    {'1','2','3'},
    {'4','5','6'},
    {'7','8','9'},
    {'*','0','#'}
};
byte rowPins[ROWS] = {5, 6, 7, 8}; // connect to the row pinouts of the keypad
byte colPins[COLS] = {2, 3, 4}; // connect to the column pinouts of the keypad
```
Sources

http://www.sparkfun.com/products/8653
http://www.idpcorp.net/product_expertise/silicone_keypads/stock_keypads/technical_information.html
Changes

5-5-2011
- changed part # to Sparkfun COM-08653
- added link to tutorial

6-27-2011
- changed grouping on column/row pins for clarity - Thanks Jim
- Added source for Arduino with new grouping
- Added new visualization for pin mapping
- Split document into multiple pages