



What results will I get from using a promotional calendar?

Answer: You will create a favorable impression with the recipient of the calendar. A calendar will establish good will and customer loyalty. Every time someone looks at your advertising message, it creates brand recognition and aids in recalling your business. This in turn will create repeat business and referrals. Your calendar becomes habit forming and you will need to replace it every year.

Who would use the commercial calendar?

Answer: These calendars are generally used in construction or manufacturing. The 13-sheet commercial includes the days elapsed and the days remaining in the year. It also includes work days remaining if you include Saturday and/or Sundays. This is a beneficial tool for scheduling jobs.

What do people use their calendars for?

Answer: Journaling the weather and their activities, keeping track of family celebrations, events, meetings and appointments.

Do people keep calendars from year to year?

Answer: 50% of all people receiving an advertising calendar will save it for the pictures, notes or records they wrote on the calendar.

What types of calendars are there?

Answer: Commerical, Appointment, Desk and Pocket Planners.

With the full color appointment calendars, can themes be mixed and matched?

Answer: Yes. All spiral or stapled appointment calendars can be assorted 50 per theme. We have 19 different themes to pick from. The minimum order must be 100. The ad copy and imprint color must remain the same for the entire order.

Is there a set-up charge on calendars?

Answer: As long as the imprint color is black, there is no set-up charge for calendars. If a color other than black is required, there will be an additional charge. This will depend on the PMS color chosen.

What is the advantage to buying calendars early?

Answer: A price reduction is given if the calendar order is placed before July 31st. Your customer does NOT have to take the calendars until they are ready for them in the fall of the year. The order can be produced and put into storage. We have 7 different storage dates to choose from. The other advantage is that the invoice will have a 12-1 due date.