

JANUARY 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<small>DECEMBER</small> <small>S M T W T F S</small> 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	<small>FEBRUARY</small> <small>S M T W T F S</small> 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	2 – First Quarter 10 – Full Moon 17 – Last Quarter 24 – New Moon	1 New Year's Day	2	3	4
5	6	7	8	9	10	11
12	13 Epiphany	14	15	16	17	18
			22	23	24	25
					31	



whitepapers
by Beacon®

Calendars

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CALENDARS BY THE NUMBERS



We have the answer to your question! What's the question you ask? The question is: Which promotional product item will have great recall, get a reaction and is available at a low cost per impression? The promotional product calendar - that's what! Our calendars are produced on quality paper with beautiful images. The calendars and planners are useful and functional. The promotional product calendar has been a mainstay even with all the new technology and apps.

What is the average cost per impression?

Answer: 61% of households and 52% of businesses will use their calendar 2 - 10 times a day. The average cost for a promotional calendar is about \$3.00 each. This is less than a penny a day or about 1/4 of a cent cost per impression.

Do people really use calendars?

Answer: 98% of all homes and 100% of all businesses use at least one calendar in their home or work area, with the average household having four and business people having an average of 2-1/2 in their immediate work area.

Do people really do business with the advertiser who supplied them with the calendar?

Answer: 75% of home calendar users and 80% of businesses will buy products or services with the advertiser who supplied the calendar to them.

Will people purchase a calendar if they don't receive one?

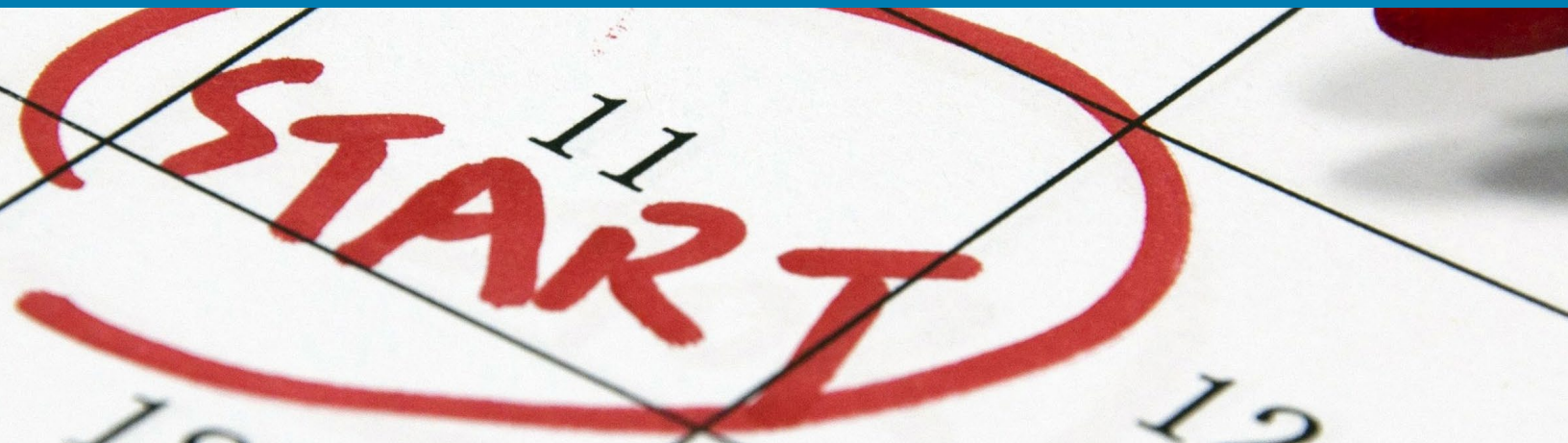
Answer: 67% of home calendar users and 44% of business calendar users will buy a calendar if they didn't receive one.

Will people really remember the ad?

Answer: 77% of home calendar users and 84% of all business calendar users can recall the advertising message on their calendar. The recipient will have a more favorable impression of the advertising 50% of the time for household users and 60% of businesses.

Do people give referrals for the calendar advertisers?

Answer: Yes. Because of the high recall percentage of the calendar ad, the recipient will refer a friend, relative or co-worker to the advertiser. About 45% of household users and 50% of businesses referred someone.



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: Commercial, 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.