



Now's the time to plan for next year...

A Winning Promotional Game Plan: Wall Calendars

If your kitchen is like most others, you'll probably find a calendar prominently displayed on the wall or adorning the refrigerator.

Calendars have been helping the human race keep track of important dates and events since ancient times.

Not the Answer

Today's wired society relies heavily on their computer, smartphone or PDA appointment calendars. However, these electronic gadgets can hardly command the attention of a beautifully printed wall calendar.

Here is a powerful target-marketing medium to reinforce your brand and keep your business or client's name on display for customers and prospects seven days a week.

A Real Bargain

Calendars offer substantial, cost-effective opportunities to communicate a wealth of information and gain good will in the process.

And, there's even better news. There are fewer competitors to deal with. Banks and insurance agents have pulled in their promotional horns, along with other businesses that previously promoted their products and services with calendars.

Step Up to the Plate

Now is the ideal time to step right up and fill this marketing void with 2011 calendars for your company or clients. But you do need to plan ahead, begin collecting photos and copy ideas to make your presentation a winner.

Here are some thoughts to help you cash in on a golden sales opportunity.

Valued Gifts

Wall calendars for individuals, families and businesses are considered highly regarded and appreciated gifts rather than intrusive advertising. They

are also popular giveaway pieces for church, school and charity fundraising.

A Daily Business Card

Useful for virtually any business or professional service application, wall calendars keep your name, logo and promotional message in front of your customers, shareholders or the general public for the whole life of the piece.

They're a perfect place to include company holidays, tax-reporting dates, special events and meeting times.

Custom-tailored pieces with photos and artwork of company products or services—along with ad copy—make lasting impressions on customers.

Consider the Options

There is a large selection of software available for do-it-yourself calendars.

You can do your own design and production of a calendar using personal pictures and/or stock photos and artwork.

For the professional look, a graphic designer can create a stylish piece designed to meet your personal tastes for color, photos and graphics.

Add a Month

Even though a 12-month calendar may be the norm, you may want to opt for 13 months or more. Studies show that many calendar recipients prefer the ability to note appointments and events in January or other months of the following year.

A 16-month calendar may be the best bet for a business that operates on a quarterly basis.

Uncoated Works Best

Coated or glossy stocks are typically used on calendars, but they are hard to write on. And most writing papers don't reproduce graphics very well.

Let Copresco's paper experts select an uncoated sheet that's easy to write on and makes your photos look beautiful.

Loop the Loop

For a strong and good-looking binding, Copresco suggests that you consider double-loop wire. The calendar will hang straight, and the pages will turn easily.

Plastic coil is another popular binding style. It is stronger than wire and comes in various colors that can enhance your overall presentation.

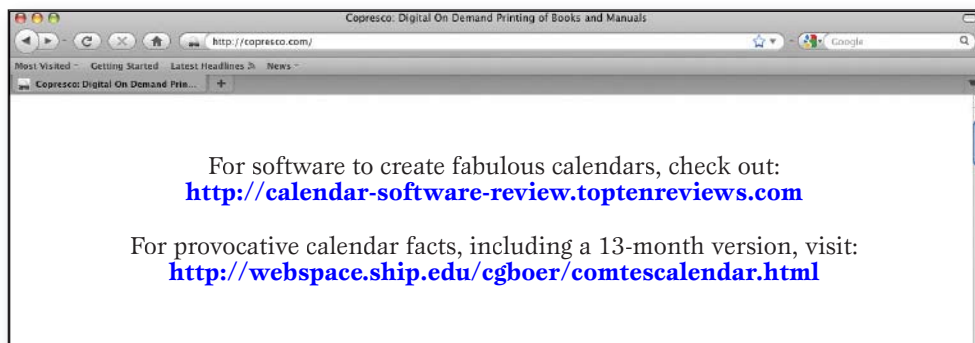
There You Have It

Calendars have become a household and business necessity that demands attention day after day. You won't find another promotional instrument that guarantees the use of such valuable wall space.

So, call the company that will help you make this creative marketing tool a winner.

Call Copresco.

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If you can see it and it exists, it's reality. If you can see it but it doesn't exit, it's virtual. If you can't see it and it exists, it's transparent. If you can't see it and it doesn't exist, it's a middle-class tax cut.



Movie stars: reel people.



I went to get my watch fixed, but the shop was closed. There was a note on the door explaining that the owner needed some time to unwind.



Accountant: Someone who gets a handle on your finances so the IRS doesn't.



Opportunist: Someone who goes and does what you were thinking about doing.



A little boy went to the ballet for the first time with his father. He watched for a while as the women danced around on



their toes, then asked, "Dad, why don't they just get taller dancers?"

A man strolled into a club and noticed the TV was running a commercial for a local politician. "That lousy Morgan lies



like a pig!" he grumbled. To his surprise, the patron next to him got up and punched him in the eye. A short time later another commercial came on for the candidate, and the man said again, "Morgan lies like a pig!" Another customer got up, and without a word punched the man in the mouth. "Boy," the man humphed to the bartender as he dusted himself off. "I didn't know this was Morgan country." "It isn't Morgan country, friend," the bartender replied. "It's pig-breeding country."



I make a fortune from criticizing the policy of the government, and then hand it over to the government in taxes to keep it going. —George Bernard Shaw



Wife: Let's go out and have some fun tonight.

Husband: Okay, but if you get home before I do, leave the hall light on.



Kitchen magnet: Martha Stewart doesn't live here.

A general and a colonel were inspecting the troops. Every time the general returned a salute from one of the privates he would mutter, "Same to you." "Why do you always say that?" the colonel asked him after a while. "I was a private once," the general replied. "I know what they're thinking."



Q: What's the difference between rock musicians and government bonds?

A: Bonds mature.



Make good or make room.



Accounting is a good profession because you always know how much your clients can afford to pay.



Want to stop an argument between a man and his wife? Take sides.



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