

# calendars & your brand

## meaning

To customers, a calendar isn't advertising, it's a thoughtful gift—more than just "another ad."

## endorsement

When a customer displays your calendar, it's a personal recommendation of your brand to everyone who sees it.

## relevance

The functionality and visual appeal of a calendar keep your brand personally relevant day after day.

## value

A calendar overcomes the "tune out" common with other forms of advertising, maximizing your advertising dollars for an entire year.



2507 American Splendor  
Triumph® Calendars

1811 Wildlife Art  
Triumph® Calendars

## calendar facts

Consider these facts before making your next advertising investment. Calendars offer premium exposure at a great value.

- ▶ On average, a person looks at a calendar **12** times a day, **84** times a week. After **365** days, your brand will leave a definite impression: **4,380** times!
- ▶ **83%** of customers purchase products or services from the advertiser who supplied them with a calendar, while only **78%** did business with the advertiser before receiving the calendar.
- ▶ **94%** of all business people can recall the advertising message on their calendars.

## Why Calendars?

The obvious choice.  
Calendars outperform the competition.




Code H84

**NORWOOD**  
Innovation & Service, Delivered®

**Triumph® Calendars Good Value Calendars®**  
**Style-Rite® Planners & Diaries**

**SOLD THROUGH PROMOTIONAL PRODUCTS DISTRIBUTORS.**  
Call today to find out about this great advertising vehicle.

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 **Calendars are a recyclable promotional product.** When you are done using this product, please recycle it to help conserve our natural resources.

## advertising mediums

### calendars

Careful targeting, clear messaging and long-term visibility make these advertising tools the high-impact low-cost alternative to other media.

### newspapers

High-cost ads that last one day, compete with hundreds of others for attention, often missing your target audience completely.

### magazines

Your ads in trade publications are more likely to reach your target, but may have visibility for only a week or two.

### radio

Expensive audio spots often fall on the "deaf ears" of people outside your target despite their advantage of being quickly changeable.

### television

Even when your ad finds its audience, it competes for attention with countless others, not to mention the possibility of a fast channel change by the viewer.

### internet

Software to suppress "pop-ups" and sites that prohibit banner ads have reduced the options for effective Web-based advertising beyond your own site.

### direct mail

When carefully targeted, your ad has a chance getting its message through, as long as it is interesting enough to get opened before it is discarded.

# calendars vs. the competition

## IT'S NO CONTEST!

As shown by the chart below, calendars outperform other popular advertising mediums.

Media	Aimed at Right Target	Clarity of Message	4 - Excellent    3 - Good    2 - Fair    1 - Poor				TOTAL
			Affordability	Permanence	Flexibility	Competition for Attention	
<b>Calendars</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>22</b>
Newspapers	1	4	1	1	3	1	11
Magazines	3	4	2	2	2	1	14
Radio	1	3	1	1	4	1	11
Television	1	4	1	1	4	1	12
Internet	1	2	4	2	2	2	13
Direct Mail	4	4	4	2	3	2	19

Information for this chart provided by Dr. Kenneth W. Lawyer, retired Marketing Department Chair at Case-Western Reserve University

