



Fun and FABULOUS  
ideas for you ...

# Creative CALENDARS

Put a Little Print Love  
in Your Life

*printhappy*

# discover the **FORMULA** for **CREATIVE CALENDARS**

## **MARKETING THAT WORKS 365 DAYS A YEAR . . .**

Despite all the fancy software and gadgetry we have today . . . from cell phones and iPads to our trusty PCs and gorgeous Macs . . . **nothing replaces the traditional paper calendar** for marking and organizing the passage of time for busy families and multi-tasking professionals.

- ▶ **98% of American households** use at least one paper calendar, according to the Calendar Marketing Association,
- ▶ The average American consumer purchases **2.5 calendars every year** (for \$10 to \$15 each), according to a recent USA Today poll, and
- ▶ People look at their calendars **5 times a workday**... an average of **1,250 times a year**.

That's a lot of **valuable "hang time"** for your logo to be **in front of your donors, customers and prospects all year long**, making calendars **one of the most cost-effective marketing tools** for nonprofit organizations, businesses, clubs, freelancers, entrepreneurs and trade associations alike.

**48HourPrint.com**<sup>®</sup>

**800.844.0599 | support@48HourPrint.com**

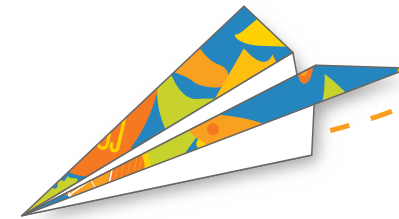
*Award-winning print quality on sheetfed offset presses **starting at 250 calendars.***

*Economical printing on digital presses available for smaller quantities, starting at **just 25 calendars.***

*Calendars produced by 48HourPrint.com won Gold and Bronze **Best Printing** awards in a prestigious international competition four years in a row.*



# Production Details, Options & Tips *for you*



## MAKING PAGES COUNT (AND COUNTING PAGES)

Your calendar's cover is included in your **total page count**. So if you're ordering a 12-month calendar with a front and back cover, and an image and a monthly grid for every month, you'll have 28 pages. Consider including some **bonus pages** like: info, tips & tricks, maybe a bonus mini-calendar section for the following year (a popular feature).

## FREE HARD COPY PROOF + CALENDAR HELP AVAILABLE

Because calendars are a significant investment and involve multiple pages that are stitched together (making it sometimes difficult to 'picture' how it will all come together), our print geeks can provide you with **Free Hard Copy Proof** if you'd like one. Using the file you upload, we will create a hard proof for use in confirming proper pagination, binding and page layout. This hard proof is printed on the same paper stock as your finished product, but it is not intended for color approval. Your hard proof will be sent via UPS Next Day Air at **no charge**.

Need help getting your calendar grids prepared for printing? Email [support@48hourprint.com](mailto:support@48hourprint.com) with "Free Calendar Grid Help" as your subject line or call 800-844-0599 and ask to speak with Technical Services.

**Available Drill Hole Sizes:**  
standard drill hole size is 1/8"



1/8



3/16



1/4



5/16

## 6 AWESOME SIZES FOR YOU:

All calendars come saddlestitched for you — bound together along **the longest dimension** with 2 sturdy silver staples on the spine.

- ▶ **9 x 12** – The showstopper (oodles of space for your images, photos or artwork). Fits in 10 x 13 envelope.
- ▶ **8.5 x 11** – Most popular size. Fits in a 9 x 12 Pocket Folder or Envelope.
- ▶ **6 x 12** – Interesting dimensions of this size seem to appeal to photographers and art galleries.
- ▶ **6 x 9** – A personal, mini-catalog feel to this size. Great choice for doctor's offices or other businesses where shelf space is limited.
- ▶ **6 x 6** – Funky square format that's extremely portable.
- ▶ **5.5 x 8.5** - Fits in a small 6 x 9 Pocket Folder or A9 Envelope.

Get **free 2016 calendar grid designs/templates** on the website. Available in all 6 sizes for you!

# made4me Custom PRINTING

options for you

Because sometimes you **need something a little different** . . . get a free Made4Me Custom Quote for any of the options below (and more) for your custom calendar printing project.

Please note that **Made4Me custom projects** are not covered by the 48 Hour Turnaround Guarantee. Email CustomQuote@48HourPrint.com or call the toll-free Custom Quote Hotline at **866.733.6417** if you:

- ▶ want your calendar bound on the short side
- ▶ need more than 32 pages
- ▶ have other items to bind into your calendar
- ▶ would like alternate binding like coil or Wire-O instead of staples
- ▶ are interested in special effects and inks



## 3 Calendar Tips:

*The smaller the calendar size, the tougher it can be to design. Never sacrifice usability over design. Make sure your calendar grid has enough space for notes and that the paper stock and coating you select is easy to write on. Matte and gloss coatings are fine – but UV coating is best left for calendar covers not the inside pages.*

*Increase the perceived value of your calendar by putting a retail price on it, like \$20. This can encourage donors to give more to your cause or make customers feel even more special that you gave them something so useful and (seemingly) expensive.*

*Make sure your most important information – phone numbers, e-mail address, logo – appears on every page of your calendar (preferably in the same spot) and that the information is correct. Double-check all your month grids and holidays, too.*



more than **40**  
**Fantastic PRODUCTS**  
 to build your marketing machine

- |                     |                    |                  |
|---------------------|--------------------|------------------|
| ■ Appointment Cards | ■ Flyers           | ■ Pocket Folders |
| ■ Banners           | ■ Greeting Cards   | ■ Post-it® Notes |
| ■ Booklets          | ■ Hang Tags        | ■ Postcards      |
| ■ Bookmarks         | ■ Holiday Cards    | ■ Posters        |
| ■ Brochures         | ■ Labels           | ■ Rack Cards     |
| ■ Buckslips         | ■ Letterhead       | ■ Response Cards |
| ■ Bumper Stickers   | ■ Magazines        | ■ Rip Cards      |
| ■ Business Cards    | ■ Magnets          | ■ Rip Hangers    |
| ■ Calendars         | ■ Mailing Services | ■ Sell Sheets    |
| ■ Catalogs          | ■ Menus            | ■ Stickers       |
| ■ CD Products       | ■ Newsletters      | ■ Table Tents    |
| ■ Door Hangers      | ■ Nightclub Flyers | ■ Tickets        |
| ■ DVD Products      | ■ Notepads         |                  |
| ■ Envelopes         | ■ Plastic Cards    |                  |

a gift for you:

See the following page for 2017 mini calendar grids. Feel free to use these grids in your 2016 calendar layout as an added bonus.

800.844.0599 | support@48HourPrint.com

**Important tip for 2016:** It's a Leap Year, so make sure your February grid has 29 days. See website for free grids if you'd like.

notes:

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# 2017

## JANUARY

sun	mon	tue	wed	thu	fri	sat
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				

## FEBRUARY

sun	mon	tue	wed	thu	fri	sat
			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				

## MARCH

sun	mon	tue	wed	thu	fri	sat
			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	

## APRIL

sun	mon	tue	wed	thu	fri	sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
<del>23</del> <sub>30</sub>	24	25	26	27	28	29

## MAY

sun	mon	tue	wed	thu	fri	sat
	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			

## JUNE

sun	mon	tue	wed	thu	fri	sat
				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	

## JULY

sun	mon	tue	wed	thu	fri	sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
<del>23</del> <sub>30</sub>	<del>24</del> <sub>31</sub>	25	26	27	28	29

## AUGUST

sun	mon	tue	wed	thu	fri	sat
		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		

## SEPTEMBER

sun	mon	tue	wed	thu	fri	sat
					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

## OCTOBER

sun	mon	tue	wed	thu	fri	sat
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				

## NOVEMBER

sun	mon	tue	wed	thu	fri	sat
			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		

## DECEMBER

sun	mon	tue	wed	thu	fri	sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
<del>24</del> <sub>31</sub>	25	26	27	28	29	30