

# why calendars?

## media comparison chart

MEDIA	Aimed at Right Target	Clarity of Message	Cost per Profitable Contact	Permanence	Flexibility	Competition for Attention	TOTAL
<b>Newspapers</b>	① 2 3 4 Distribution wasted on a large scale	1 2 3 ④ Succeeds in clearly telling Who-What-Where	① 2 3 4 Very high cost when market is limited	① 2 3 4 Lasts just one day	1 2 ③ 4 Message can be changed quickly	① 2 3 4 Hundreds of other ads competing for attention	<b>11</b>
<b>Magazines</b>	1 2 ③ 4 Generally aimed correctly	1 2 3 ④ Succeeds in clearly telling Who-What-Where	1 ② 3 4 Specifically in Trade Journals, fair; otherwise poor	1 ② 3 4 May be visible a week or two	1 ② 3 4 Depends on frequency of publication	① 2 3 4 Other ads prominent and vying for attention	<b>14</b>
<b>Radio</b>	① 2 3 4 Very high percentage of "deaf ears" waste	1 2 ③ 4 Visual stimulus is more effective	① 2 3 4 Much waste for little profitable contact	① 2 3 4 Here and gone	1 2 3 ④ May be changed quickly	① 2 3 4 Many ads in quick sequence	<b>11</b>
<b>Television</b>	① 2 3 4 Large scale waste, even on local stations	1 2 3 ④ Visually and audibly effective	① 2 3 4 Huge cost per contact	① 2 3 4 As radio, here and gone	1 2 3 ④ Again as radio, can be changed momentarily	① 2 3 4 Many, many ads, one following another	<b>12</b>
<b>Internet</b>	① 2 3 4 Wide distribution with very low conversion rate	1 ② 3 4 May show Who-What-Where in click-thru	1 2 3 ④ Very low cost per profitable contact	1 ② 3 4 Visible a week or two, but quickly disappears	1 ② 3 4 May be changed quickly	1 ② 3 4 Many other ads competing for attention	<b>13</b>
<b>Direct Mail</b>	1 2 3 ④ Can be precisely aimed at decision-makers	1 2 3 ④ Graphically shows Who-What-Where	1 2 3 ④ Low cost per profitable contact	1 ② 3 4 After consideration, will be discarded	1 2 3 ④ Message can be changed quickly	1 ② 3 4 Accompanies other correspondence, ads, etc.	<b>20</b>
<b>Calendars</b>	1 2 3 ④ Direct to only bona fide customers and prospects	1 2 3 ④ Clearly shows Who-What-Where	1 2 3 ④ Very low cost per profitable contact	1 2 3 ④ Lasts a full year	1 ② 3 4 Monthly copy changes can improve flexibility	1 2 3 ④ Advertiser has "stage" to himself	<b>22</b>

1-POOR 2-FAIR 3-GOOD 4-EXCELLENT

Information provided by Dr. Kenneth W. Lawyer, Marketing Department Chair, Case-Western Reserve University, Retired

### Calendar Marketing Information

- Calendars speak directly to your target market. They tell a story to a specific core audience, making message retention very high.
- Because calendar advertising is so targeted, your message has a lot of "reach", measurably extending your return on investment.
- Your calendar can be enhanced with a variety of custom options like coupons, a time-tested method for driving store traffic.

  
 calendar publishing, L.L.C.

# Are you gambling with your brand?



## Card Calendar Publishing has the Solution

Most types of advertising—there one minute and gone the next—stand a good chance of being ignored. Spending your entire marketing budget on these is risky.

**Calendar advertising**, on the other hand, gives your brand 365 days to get your message across.

In fact, the average calendar is viewed 12 times a day. After 365 days, you get 4,380 chances to make an impression!

## Anything worth saying is worth repeating.

**Sage advise from London businessman Thomas Smith, first published in 1885.**

1. The first time people look at any given ad, they don't even see it.
2. The second time, they don't notice it.
3. The third time, they are aware that it is there.
4. The fourth time, they have a fleeting sense that they've seen it somewhere before.
5. The fifth time, they actually read the ad.
6. The sixth time, they thumb their nose at it.
7. The seventh time, they start to get a little irritated with it.
8. The eighth time, they start to think, "Here's that confounded ad again."
9. The ninth time, they start to wonder if they may be missing out on something.
10. The tenth time, they ask their friends and neighbors if they've tried it.
11. The eleventh time, they wonder how the company is paying for all these ads.
12. The twelfth time, they start to think that it must be a good product.
13. The thirteenth time, they start to feel the product has value.
14. The fourteenth time, they start to remember wanting a product exactly like this for a long time.
15. The fifteenth time, they start to yearn for it because they can't afford to buy it.
16. The sixteenth time, they accept the fact that they will buy it sometime in the future.
17. The seventeenth time, they make a note to buy the product.
18. The eighteenth time, they curse their poverty for not allowing them to buy this terrific product.
19. The nineteenth time, they count their money very carefully.
20. **The twentieth time prospects see the ad, they buy what it is offering.**



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