

WHY CALENDARS?



CALENDARS

Promotional calendars provide continuous, targeted marketing for just pennies a day. They are needed and wanted – and used for an entire year. They put your sales message in the best of all possible advertising locations – on the walls or desks of those who will use a calendar – and keep it there, in sight and in mind, for a full 365 days a year.

A calendar program will bring support to your overall marketing campaigns for an entire year, enhancing your brand and image all the while. Give your advertising and branding efforts more arms, legs and personality by adding calendars to the mix.



TELEVISION

Television advertising is immediate and visual, but it isn't a reliable medium for reaching your specific target... and it's costly!



RADIO

Radio advertising is flexible. It allows you to change your message at any time. If your customers are listening and happen to catch your ad – amongst the multitudes of others – they will have all the information they need about your product.



NEWSPAPER

Whether advertising in a daily or weekly newspaper, your detailed advertising message is as good as the paper it's printed on.



MAGAZINES

Advertising in trade magazines can be a good way to reach a specific market. However, magazine advertising is only as good as the shelf life of the publication.



FLYERS

A vibrant, colorful direct mail piece can get your message right to the decision-makers in your market, but it will be discarded.



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MEDIA COMPARISON CHART

| MEDIA | AIMED AT RIGHT TARGET | CLARITY OF MESSAGE | COST PER PROFITABLE CONTACT | PERMANENCE | FLEXIBILITY | COMPETITION FOR ATTENTION | TOTAL | | | | | | |
|------------------------------------|-----------------------|--|-----------------------------|---|------------------|--|------------------|---|------------------|--|------------------|---|-----------|
| NEWSPAPERS | 4 3 2 ① | Distribution wasted on a large scale | ④ 3 2 1 | Succeeds in clearly telling Who-What-Where | 4 3 2 ① | Very high cost when market is limited | 4 3 2 ① | Hundreds of other ads competing for attention | 11 | | | | |
| MAGAZINES | 4 ③ 2 1 | In the case of Trade Journals, generally aimed correctly | ④ 3 2 1 | Succeeds in clearly telling Who-What-Where | 4 3 ② 1 | Specifically in Trade Journals, fair; otherwise poor | 4 3 ② 1 | May be visible a week or two | 4 3 2 ① | Depends on frequency of publication | 4 3 2 ① | Other ads prominent and vying for attention | 14 |
| RADIO | 4 3 2 ① | Very high percentage of "deaf ears" waste | 4 ③ 2 1 | Tells Who-What-Where but visual stimulus more effective | 4 3 2 ① | Much waste for little profitable contact | 4 3 2 ① | Here and gone | ④ 3 2 1 | May be changed quickly | 4 3 2 ① | Many ads in quick sequence | 11 |
| TELEVISION | 4 3 2 ① | Large scale waste, even on local stations | ④ 3 2 1 | Visually and audibly effective | 4 3 2 ① | Huge cost per contact | 4 3 2 ① | As radio, here and gone | ④ 3 2 1 | Again as radio, can be changed momentarily | 4 3 2 ① | Many, many ads, one following another | 12 |
| INTERNET/BANNER ADVERTISING | 4 3 2 ① | Wide distribution with very low conversion rate | 4 3 ② 1 | May show Who-What-Where in click-thru | ④ 3 2 1 | Very low cost per profitable contact | 4 3 ② 1 | Visible a week or two, but quickly disappears | 4 3 ② 1 | May be changed quickly | 4 3 ② 1 | Many other ads competing for attention | 15 |
| DIRECT MAIL | ④ 3 2 1 | Can be precisely aimed at decision-makers | ④ 3 2 1 | Graphically shows Who-What-Where | ④ 3 2 1 | Low cost per profitable contact | 4 3 ② 1 | After consideration, will be discarded | ④ 3 2 1 | Message can be changed quickly | 4 3 ② 1 | Accompanies other correspondence, ads, etc. | 19 |
| CALENDAR ADVERTISING | ④ 3 2 1 | Direct to only bona fide customers and prospects | ④ 3 2 1 | Clearly shows Who-What-Where | ④ 3 2 1 | Very low cost per profitable contact | ④ 3 2 1 | Lasts a full year | 4 3 ② 1 | Monthly copy changes can improve flexibility | ④ 3 2 1 | Advertiser has "stage" to himself | 22 |

4 – Excellent 3 – Good 2 – Fair 1 – Poor

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 (ROI).
- Your calendar can be enhanced with a variety of custom options like coupons, a time-tested method for driving store traffic.

By Dr. Kenneth W. Lawyer, Marketing Department Chair, Case-Western Reserve University, Retired