

# unmatched ability

Important messages always benefit from repetition to the target audience. Calendars offer a cost-effective way to keep your message in front of your audience every day of the year.

## It's Worth Telling Right

Because of the variety of calendar styles and many ways to customize them, a calendar is perfect for:

- Introducing new products
- Recognizing employee achievement
- Commemorating an anniversary
- Promoting health/safety at work and home
- Distributing business-building coupons
- And much more!

## You're in Good Company

Many Fortune 500 companies include calendars in their marketing plans. If it's good for their businesses, you know it's right for yours.



# calendar strategy

A successful calendar marketing program builds goodwill between you and your customers.

Over time, each year's new calendar becomes a much-anticipated event for customers—they look forward to receiving your useful calendar gift.

When you are ready to add calendars to your integrated marketing strategy, your promotional products distributor can guide your program to success. You can be sure that your target audience will receive the highest quality calendar, on schedule for maximum impact.

# Custom Calendars

Want a one-of-a-kind promotion? A custom calendar is as close as you can get.



Code H86



**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.

