

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

A recent survey confirms that calendars have broad appeal: recipients appreciate them, and your advertising message receives the exposure it deserves!

- ▶ **92%** of survey respondents would keep an advertising calendar*. And **82%** enjoy receiving calendars as complimentary gifts.
- ▶ **74%** of respondents could remember the name of the company that gave them a calendar. **48%** had a more favorable impression of the advertiser after receiving the calendar.
- ▶ **41%** of respondents had referred somebody else to the company that gave them a calendar. **70%** plan to do business with the company that gave them the calendar.

* Statistics taken from "A Study of Calendar Usage in U.S. Households": an e-mail survey to a panel of 1,052 households in the United States conducted by MarketTools Inc. on behalf of Promotional Products Association International (PPAI).

Why calendars?

The obvious choice.
Calendars outperform the competition.



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 and 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	4 - Excellent 3 - Good 2 - Fair 1 - Poor						TOTAL
	Aimed at Right Target	Clarity of Message	Affordability	Permanence	Flexibility	Competition for Attention	
Calendars	4	4	4	4	2	4	22
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

