

calendars mean business

With a calendar co-op branding program your dealers, agents, or franchisees can promote their businesses with approved materials while building recognition of your brand at the same time.

one-to-one marketing

Customers don't view calendars as advertising—they view them as gifts. People actually look forward to receiving their calendars each year.

repeat business

Seeing your calendar at home or at work every day of the year builds brand loyalty—the kind of loyalty that is hard to get with any other form of advertising. Best of all, it's these loyal customers who recommend your brand to others.

who sponsors co-op branding programs?

Typically, a business that has 300 or more locations or network members.

Examples include:

- Insurance providers
- Real estate firms
- Financial institutions
- Hardware companies
- Automotive after-market chains
- Manufacturers
- Retailers
- Wholesalers
- Franchisers
- Non-profit associations
- Agriculture-related businesses



calendar benefits

Calendars tell your story every day all year long in a way that no other advertising medium can.

- ▶ Build brand equity
- ▶ Invite new business
- ▶ Strengthen goodwill
- ▶ Increase brand awareness
- ▶ Reward loyal customers
- ▶ Stretch advertising dollars

Co-op Calendar Programs

Advertising as One



SOLD THROUGH PROMOTIONAL PRODUCTS DISTRIBUTORS.
Call today to find out about this great advertising vehicle.

Norwood, the Norwood logo, Norwood.com, Good Value Calendars, Triumph, and all related trademarks, logos, and trade dress are trademarks or registered trademarks of Norwood Promotional Products and/or its affiliates or licensors in the United States and other countries and may not be used without written permission. © 2011 Norwood Promotional Products, Clearwater, FL 33760.

Calendars are a recyclable promotional product. When you are done using this product, please recycle it to help conserve our natural resources.

