

# Product, meet customer.

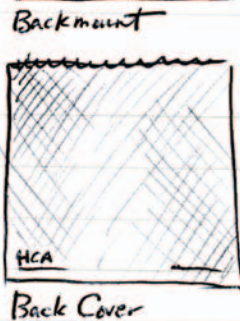


Introduce your current customers to everything you offer. Educate your customers using a custom calendar designed with your products and services in mind.

A custom calendar supports cross selling by enhancing potential sales while retaining customers and strengthening brand awareness.

# Customer, meet product.

## HCA Customer Calendar



## Getting Started

- Highlight a service/product group every month. Include pricing, ordering information, or other specifics.
- Include pictures of your products . . . or even satisfied customers.
- Feature customer testimonials.
- Include a “mini catalog” on extra sheets or the calendar’s back cover.
- Feature coupons to encourage additional business.



## Designing Your Calendar

- Our creative department can incorporate your logo, company colors, and other brand elements into every month of the calendar.
- Any digital photographs you supply need to be 300 ppi (pixels per inch) at the size the image will print at. If you're using a digital camera, it needs to be set at 300 ppi. If the camera doesn't give you this option, set it on “high quality” or your camera's equivalent.
- We can provide image scanning for an additional cost per image.

## Producing Your Calendar

- Once we receive all your artwork we'll create a pre-production proof, which takes approximately 8 business days.
- Next, we'll send the proof to you for your approval.
- After you approve and return the proof to us, we'll move your calendar into production. The production of your calendar will take approximately 11 business days.
- We have several options for shipping your calendars:
  - Ship to one location.
  - Ship to multiple sites/office locations.
  - Mail to customers or employees in plain or gift envelopes.