

# Show how much you care.



**Health care is more than medicine. It's a business, an occupation, and the fastest growing industry in the nation.**

What does this mean for health care marketing? You need time on your side when reaching out to patients, employees, or donors. It takes more than a few seconds to tell your entire story and form lasting relationships.

What is the solution? A custom calendar, which gives you 12 months or more to speak to your audience: a full year to share inspiring stories of recovery or even provide a blueprint for healthy living.

## Getting Started

- First, determine the calendar's audience: patients, employees, donors, or community members.

### With a custom calendar you can:

- Explain how donors' contributions have made a difference.
- Share patient testimonials.
- Provide health & wellness information for employees or patients.
- Commemorate an anniversary.
- Familiarize the community with all of the services and programs you have to offer.
- Provide a list of phone numbers/facility contacts.
- Reinforce your commitment to quality health care.



## 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.