

# CALENDARS



A printed promotional calendar generates an average of 850 impressions over its lifetime.<sup>1</sup>



62% of consumers keep promo calendars for 1 year or longer.<sup>2</sup>



Among people with one advertising calendar in their home, 74% could remember offhand the name of the company advertised. 70% plan to do business with that company again.<sup>3</sup>

Use full-color printing .....  
and add a company logo to  
strengthen brand recognition.



On average, a calendar is used 2.8 times a day in the home and 10 times a day in the workplace.<sup>4</sup>

Wall calendars  
are available in  
either stapled or  
spiral-bound options.

## PROMOTE YOUR BUSINESS YEAR-ROUND WITH CALENDARS!

Make a lasting impression and keep your brand in front of customers all year round with our custom calendars. Calendars consistently rank among the top promotional items for businesses. They are a useful and appreciated gift that encourages repeat business, fosters goodwill and generates referrals.

Even in today's digital world, printed calendars are valued for their convenience, visibility and practicality. The eye-catching visuals also enhance the overall appeal of the calendar and make it a decorative item in homes or offices.

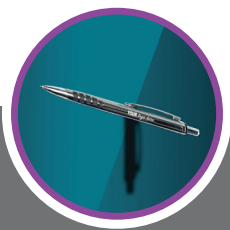
Calendars provide daily exposure to your company's brand and messaging. This helps reinforce your brand, influence future purchasing decisions, and prompt word-of-mouth recommendations. Compared to other advertising methods such as print ads or online campaigns, calendars offer a more sustained and cost-effective marketing solution.

## MAKE YOUR BRAND MORE MEMORABLE:

- Desk or wall options
- Stapled or spiral-bound options (wall calendars)
- Personalization includes 5 lines of copy
- Logo included (wall calendars)
- Black ink imprint is standard
- Full-color and foil imprint available
- Wide range of popular themes

<sup>1</sup> ADVERTISING SPECIALTY INSTITUTE (ASI), <sup>2</sup> AD IMPRESSIONS, <sup>3</sup> & <sup>4</sup> PROMOTIONAL PRODUCTS ASSOCIATION INTERNATIONAL (PPAI)

### YOU MIGHT ALSO NEED:



#### PENS

Customized Pens are a powerful marketing tool that everyone loves receiving.



#### CUSTOM FORMS

Functional and practical, Forms offer more branding potential and improved operational efficiency.



#### LABELS

Make your messages stick — use custom Labels to inform, identify, organize and promote.