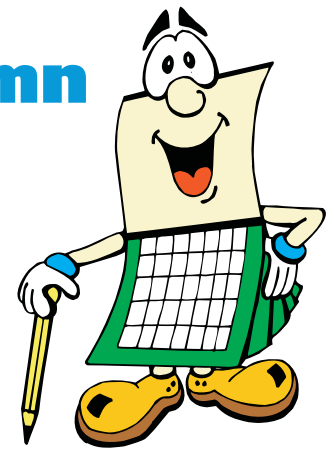


Calendar Cal Advice Column



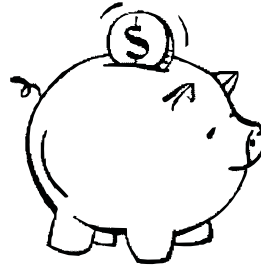
SETTING PRICES

Dear Calendar Cal:

How much should we sell our calendars and ads for? We haven't changed our prices in 5 years!

Sincerely,

Looking For Profits Calendar Chairperson



Dear Looking For Profits:

It's time to examine your prices and ultimately your profits! Your group has the potential to make anywhere from \$1,420 to \$15,150 depending upon how many calendars and advertisement spaces are sold and what your group **decides to charge** for them. \$10.00 is the average calendar price being charged by groups across Canada. Many groups whose primary goal is fundraising, charge \$12.00 or more for their calendars, however, you may wish to charge less if community service is your primary goal.

The price charged for advertising space should be determined AFTER the calendars have been sold since the more calendars your group sells, the more valuable the ad space on the calendar becomes. We suggest you base your ad price on between 25¢ & 30¢ per calendar for a single block ad space (ie: 200 cal's sold x 25¢ = \$50/single block). If you plan on giving your advertisers a complimentary calendar, include this expense in your ad price. Do your research! Keep your ads in line with comparable products. For example, how much does it cost an advertiser to run an ad in the local newspaper for a weekend? How does this compare with what you are charging for an ad space on the calendar, considering that an ad on the calendar gives the merchant exposure in *hundreds of homes* for the *entire year!* No other print advertising guarantees this kind of exceptional value for such a modest price.

Remember to use the *Example Profit Sheet* included in your *Promotion Kit* as a guide for setting prices or try our Online Profit Calculator on our website www.linmarkpublishing.ca.

Sales Stress



Dear Calendar Cal:

Help! Our organization's membership has dropped and we are lacking volunteers to do a door-to-door campaign! Any ideas?

Signed,

Stressed Calendar Chairperson

Dear Stressed:

If you are having difficulty getting the project off the ground, perhaps you know of other non-profit groups in your community who may be interested in teaming up with your organization to share the work and profits. A group with younger members can be a valuable asset, as they can take over the door-to-door canvassing. Many groups that have chaired the project for years become calendar project mentors and maintain overall co-ordination of the project and advertising sales. The project can be used not only to raise funds, but to give local youth experience in fundraising and community service activities. Don't forget to feature both of your organizations names in your banner to boost publicity and community support!

Friendly Reminders

Dear Calendar Cal:

Is there anything on the calendars that we can use to give our customers advance notice of our sales?

Signed,

Looking For Attention Calendar Chairperson



Dear Looking For Attention:

Take advantage of your Meeting and Event listings! Include a few "friendly reminder" listings throughout the calendar to prompt customers to reorder. Examples of these listings include: *Time To Order Your New Calendar! Call Lois at 555-5555 or Deadline For Reordering Calendars Today! Contact the School!*

Use unsold ad blocks to your advantage! Rather than let these valuable spots go to waste, publish your calendar sales all year long! An example of this ad could include: *Don't Forget To Order Your New 2011 Calendar! Sales Available Aug 1-Sep 15, 2010. Contact the Legion Hall!*

If you are really seeking attention, the *Reorder Sheet* is a form inserted in the calendar reminding your customers to order their next copy shortly before their current issue expires. A sample *Reorder Sheet* is included in the *Promotion Kit*. Simply fill out this sample, check off the option for a *Reorder Sheet* on your *Purchase Order* and send an extra \$15. The *Reorder Sheet* can save lots of canvassing time.

Add extra sales incentive on your *Reorder Sheet* by giving a calendar price discount to customers who use their *Reorder Sheet* to order the calendar. Add a graphic conveying a sense of urgency to get your calendar customers to renew their calendar immediately! Include a black & white cartoon, clip art or line art to personalize this form and include it with your order.