

Example Profit Sheet

On an average of 300 calendars, you can make **\$4,975.00**

And here's how:

You sell 300 calendars to people in your community for \$15.00 ea.	\$ 4500.00
You sell 56* advertisements to local business owners for \$50.00** ea.	\$ 2800.00
	<hr/>
You collect a total of:	\$ 7300.00
You order 300 calendars for \$7.75 ea.	\$ 2325.00
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Your Profit is:	\$ 4975.00

Pick Your Profit

If You Sell:	You Make:
200 cal's @ 15.00 ea + 56 ads @ \$ 50 ea	\$ 4,250
300 cal's @ 15.00 ea + 56 ads @ \$ 50 ea	\$ 4,975
400 cal's @ 15.00 ea + 56 ads @ \$ 60 ea	\$ 6,260
500 cal's @ 15.00 ea + 56 ads @ \$ 65 ea	\$ 7,590
600 cal's @ 15.00 ea + 56 ads @ \$ 75 ea	\$ 8,940
700 cal's @ 15.00 ea + 56 ads @ \$ 85 ea	\$ 10,290
800 cal's @ 15.00 ea + 56 ads @ \$ 90 ea	\$ 11,840
900 cal's @ 15.00 ea + 56 ads @ \$100 ea	\$ 13,250
1000 cal's @ 15.00 ea + 56 ads @ \$100 ea	\$ 14,650

*Total number of 56 ad space set ups no charge
 **Each advertiser should purchase 3 months of advertising for one flat fee. 168 ad spaces available.
 ***The more calendars you sell, the more you can charge for your ads.

Manufacturing Prices

If You Order:	Your Cost Is:
200 - 475 cal's	\$ 7.75 ea.
500 - 775 cal's	\$ 7.10 ea.
800 - 975 cal's	\$ 6.50 ea.
1000+ cal's.....	\$ 5.95 ea.

Our unit price includes color photo reproduction, 56* advertising set-ups and prepaid shipping by Expedited Parcel Post! Calendars must be ordered in multiples of 25. Minimum order 200. Prices are subject to change upon ninety (90) days written notice prior to deadline date. (Applicable Taxes are extra)

LINMARK PUBLISHING LTD.

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Commonly Asked Questions

How much money can we make and where does our profit come from?

On average, your group can make anywhere from \$4,250 to \$14,650 depending upon how many calendars and advertising spaces your group sells and what your group **decides to charge** for the calendars and ad spaces. Your profit comes from families who buy the calendar and from local businesses, as well as corporate sponsors who buy advertising space on the calendar.

How many calendars should we order?

The minimum order is 200 calendars. For orders greater than 200, we recommend you only order as many calendars as you presell (in multiples of 25). This way you never run the risk of paying for more calendars than you need. If your group plans to give a complimentary calendar to each advertiser, make sure to include this number in your calendar total.

Can we charge more than the prices you recommend on this form for the calendars?

Yes! \$15.00 is the average price presently being charged by groups across Canada for this calendar. Many groups whose primary goal is to profit, charge \$18-\$20 or more for their calendars, however, you may choose to charge less if community service is your primary goal. The choice is yours!

Are there benefits, other than \$\$\$, that can be derived from doing this project?

Yes! You can enhance your group's image and attract new members by undertaking a project that provides an important service to your community. This calendar is perceived by its subscribers as having real value since everyone needs and uses a calendar on a daily basis. The Public Relations value is incalculable: your group's name, choice of

pictures, meetings and special events and ongoing projects will be featured on the calendar and referred to for an entire year! The majority of groups presently running this project state this as the primary reason they continue, many for 25 consecutive issues and more.

How are the suggested ad prices derived?

These are based upon 15¢ - 25¢ per calendar for a single block ad space for three months of purchased advertising. There is a maximum of 168 single block ad spaces available per calendar. We recommend you sell 56 businesses 3 months worth of ad spaces for a flat fee. This will fill your calendar and help avoid any extra set up fees.

If you plan to give your advertisers a free calendar for placing their ad, don't forget to include this expense in your ad price. An advertiser can have an ad in hundreds of homes displayed at least three months per year for less than half the cost of a postage stamp! No other print advertising guarantees this kind of exceptional value for such a modest price. Cooperative advertising on your calendar allows all businesses, big or small, to participate since they can choose the size of ad they can afford. Advertising on the calendar is a legitimate tax-deductible expense, not simply a donation.

Corporate Sponsors

Some groups choose to forgo the ad spaces to feature a larger photo each month. This appealing look can still be profitable by selling the photo space to corporate sponsors. There are a number of professional business people, franchises or corporations in your community who want to be associated with your project. Have them purchase sponsorship and we will print their logo on the photo. We recommend charging \$500 per sponsorship for this type of advertising.

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