

Example Profit Sheet

On an average of **250** calendars, you can make

\$3,425⁰⁰

And here's how:

You sell 250 calendars to people in your community for \$10.⁰⁰* ea.

You sell 38 advertising spaces to local business owners for \$62.⁵⁰** ea.

\$ 2500.⁰⁰

\$ 2375.⁰⁰

\$ 4875⁰⁰

\$ 1450.⁰⁰

\$ 3425⁰⁰

Pick Your Profit

You collect a total of:

You order 250 calendars for \$5.⁸⁰ ea.

Your Profit is:

If You Sell:	You Make:
100 cal ^s @ 10.00 ea + 38 ads @ \$ 30 ea	\$ 1,381
200 cal ^s @ 10.00 ea + 38 ads @ \$ 50 ea	\$ 2,740
300 cal ^s @ 10.00 ea + 38 ads @ \$ 80 ea	\$ 4,315
400 cal ^s @ 10.00 ea + 38 ads @ \$ 100 ea	\$ 5,580
500 cal ^s @ 10.00 ea + 38 ads @ \$ 125 ea	\$ 7,000
600 cal ^s @ 10.00 ea + 38 ads @ \$ 150 ea	\$ 8,520
700 cal ^s @ 10.00 ea + 38 ads @ \$ 175 ea	\$ 9,975
800 cal ^s @ 10.00 ea + 38 ads @ \$ 200 ea	\$ 11,640
900 cal ^s @ 10.00 ea + 38 ads @ \$ 225 ea	\$ 13,095
1000 cal ^s @ 10.00 ea + 38 ads @ \$ 250 ea	\$ 14,550

Manufacturing Prices

If You Order:	Your Cost Is:
100 - 125 cal ^s	\$ 7.59 ea.
150 - 175 cal ^s	\$ 7.10 ea.
200 - 275 cal ^s	\$ 5.80 ea.
300 - 375 cal ^s	\$ 5.75 ea.
400 - 475 cal ^s	\$ 5.55 ea.
500 - 575 cal ^s	\$ 5.50 ea.
600 - 675 cal ^s	\$ 5.30 ea.
700 - 775 cal ^s	\$ 5.25 ea.
800 - 975 cal ^s	\$ 4.95 ea.
1000+ cal ^s	\$ 4.55 ea.

Our unit price includes photo reproduction, 38 advertising set-ups, listings up to a 4:1 ratio, prepaid shipping by Expedited Parcel Post and the GST!
Calendars must be ordered in multiples of 25. Prices are subject to change upon ninety (90) days written notice prior to deadline date.

*\$10.00 is the **average** price that calendars are presently being sold by groups across Canada.
We recommend that you charge between **25¢ - 30¢ per calendar for a single block ad space. E.g. \$30 for 100 cal^s, \$50 for 200 cal^s, \$80 for 300 cal^s, etc.

LINMARK PUBLISHING LTD.

www.linmarkpublishing.ca

PO Box 4600, Abbotsford, BC V2S 7E3 Toll Free: **1.800.667.9588**

Fax: **604.854.8366** Email: info@linmarkpublishing.ca

Commonly Asked Questions

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

Your group can make anywhere from \$1,391 to \$15,050 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 who buy advertising space on the calendar.

How many calendars should we order?

The minimum order is 100 calendars. For orders greater than 100, 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 for the calendars instead of giving them away?

Yes! \$10.00 is the average price presently being charged by groups across Canada for this calendar. Many groups whose primary goal is profit charge \$12 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 picture, meetings & 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?

They are based on between 25¢ & 30¢ per calendar for a single block ad space. If you plan to give your advertisers a complimentary calendar for placing their ad, we recommend you include this expense in your ad price. An advertiser can have an ad in hundreds of homes for an entire year for less than 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.

Are we charged extra for birthday, anniversary and memorial listings on the calendar?

Our unit price includes listings up to 4 times the number of calendars ordered (e.g. 250 cal's x 4 = 1000 listings). You pay 10¢ for each listing over this 4:1 ratio (not including meeting & special events). Families who buy a calendar can list dates of people living in their immediate household. If they want to list other relatives, friends, or pets, simply charge them 10¢ per listing (e.g. \$1 for 10 extra listings) so your group doesn't lose any profit. We are restricted to the number of listings we can print on a given date. If we run out of room, the extra listings are continued in the blank squares on the calendar pad.

How can we make more money?

Additional revenue can be made if you include meetings & special events from other groups in your community. The average charge is \$1 per listing. There is **no limit** to how many listings you may include without incurring any extra charges. Advertising these important dates on the calendar provides a great service to your community. It also increases the value of the calendar to your subscribers because people will find the information about their community timely and in a handy format, resulting in increased sales for your group.

LINMARK PUBLISHING LTD.

www.linmarkpublishing.ca

PO Box 4600, Abbotsford, BC V2S 7E3 Toll Free: 1.800.667.9588

Fax: 604.854.8366 Email: info@linmarkpublishing.ca