

ROAD TO SUCCESS

QUICK REFERENCE GUIDE TO ORGANIZING YOUR CALENDAR PROJECT



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BRAIN STORMING FOR ADVERTISING IDEAS

Does your calendar have room for more advertisers?

Are you a new sponsor just developing a list of potential advertisers? Obviously, there are several ways to go about this task. Some groups start with the Chamber of Commerce list. This is fine, but most chambers only involve a portion of the businesses as members. Others try looking through the Yellow Pages or phone book. This may be a little more complete, but many smaller or in-home businesses may be overlooked. In desperation, new sponsors have even been known to cruise downtown with pen and pad, writing down names of all the businesses on the main drag.

A better way is to do a little popcorn brainstorming. This method has three easy steps and will result in a fairly comprehensive list of potential advertisers.

- **Step 1** Obtain or draw a picture of a familiar object that everyone has or is familiar with. This can be a house, car, farm, person, etc.
- **Step 2** A list of all types of businesses that are related to that object is created by members of the group in rapid fire fashion. One person records the types of businesses as they are suggested. Remember, this step involves only the types of businesses, not names of actual businesses.
- **Step 3** Each member of the group lists one or more actual businesses where the type or service listed in Step 2 is rendered. Don't forget to list in-home businesses or those in near-by towns.
- The whole process can be repeated using a different starting object. Below is a list of house-related services that are potential advertisers. This example can be used as a discussion



Fix-it Services
House Builders
Appliance Stores
Siding Companies
Painters
Plumbing Contractors
Roofing Contractors
Chimney Sweeps
Heating/Air Conditioning Contractors

Garage Door Companies
Concrete Contractors
Plant Nurseries
Realtors
Locksmiths
Alarm Systems
Insurance Underwriters
Interior Decorators
Lawn Care
Window Coverings



CUSTOM FUNDRAISING CALENDARS SINCE 1949

GORDON BERNARD COMPANY

Please use these calendars to determine the correct dates for your meetings.

MOST IMPORTANT THINGS TO REMEMBER WHEN USING EZO

2013

| JANUARY 2013 | FEBRUARY 2013 | MARCH 2013 |
|--|--|--|
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 |
| APRIL 2013 | MAY 2013 | JUNE 2013 |
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 |
| JULY 2013 | AUGUST 2013 | SEPTEMBER 2013 |
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 |
| OCTOBER 2013 | NOVEMBER 2013 | DECEMBER 2013 |
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 |

2014

| JANUARY 2014 | FEBRUARY 2014 | MARCH 2014 |
|--|--|--|
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 |
| APRIL 2014 | MAY 2014 | JUNE 2014 |
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| JULY 2014 | AUGUST 2014 | SEPTEMBER 2014 |
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 |
| OCTOBER 2014 | NOVEMBER 2014 | DECEMBER 2014 |
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 |

2015

| JANUARY 2015 | FEBRUARY 2015 | MARCH 2015 |
|--|--|--|
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 |
| APRIL 2015 | MAY 2015 | JUNE 2015 |
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 |
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| OCTOBER 2015 | NOVEMBER 2015 | DECEMBER 2015 |
| S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 |

These are the holidays that are pre-printed on our calendars at no charge.

| Holidays | 2013 | 2014 | 2015 |
|-------------------|--------------|--------------|--------------|
| New Year's Day | January 1 | January 1 | January 1 |
| M.L. King Day | January 21 | January 20 | January 19 |
| Valentine's Day | February 14 | February 14 | February 14 |
| Ash Wednesday | February 13 | March 5 | February 18 |
| President's Day | February 18 | February 17 | February 16 |
| St. Patrick's Day | March 17 | March 17 | March 17 |
| Passover | March 26 | April 15 | April 4 |
| Good Friday | March 29 | April 18 | April 3 |
| Easter | March 31 | April 20 | April 5 |
| Mother's Day | May 12 | May 11 | May 10 |
| Memorial Day | May 27 | May 26 | May 25 |
| Flag Day | June 14 | June 14 | June 14 |
| Father's Day | June 16 | June 15 | June 21 |
| Independence Day | July 4 | July 4 | July 4 |
| Labor Day | September 2 | September 1 | September 7 |
| Rosh Hashanah | September 5 | September 25 | September 14 |
| Yom Kippur | September 14 | October 4 | September 23 |
| Columbus Day | October 14 | October 13 | October 12 |
| Halloween | October 31 | October 31 | October 31 |
| Veterans Day | November 11 | November 11 | November 11 |
| Thanksgiving | November 28 | November 27 | November 26 |
| Chanukah | November 28 | December 17 | December 7 |
| Christmas | December 25 | December 25 | December 25 |

1. For previous users of the EZO program, EZO will automatically change the status from "New" to "Same As Last Year" for Display Ads when you move the year forward. Please update any ads that were "new" on your last calendar by removing all copy in the ad information box except for the name of the business if the ad is to be printed exactly the same.
2. For new EZO users or previous users that may not have had a repeating ad in the program and the ad is to be printed EXACTLY as last year, click "SAME AS LAST YEAR" in the ad status box and enter only the name of the business in the ad information box. Please.... do NOT enter the rest of the ad copy! DO NOT send in copies of your ad receipts or Ad Sheets from the Online Order Book if you used EZO for submitting advertising.
3. If you are using EZO, there is no need to submit a disk with your order. Your file will be sent to the GBC Home Office when you fill in the required information on Submit Your Order and click on Submit Now.
4. Please only include additional holidays you want printed (ex. Grandparents' Day). See the three-year planning calendar for our preprinted holidays.
5. Make sure you use the correct Listing Type code (especially Anniversary) for each listing you enter.
6. Please.... do not send in Reports from EZO. These are for your use only. If you are using EZO to submit your advertising, you DO NOT need to send the advertising sheets from the Online Order Book.
7. Be sure to fill in the Name and Phone Number and email for an alternate contact person in case we have questions and cannot reach you.
8. Be sure to tell us if you are using last year's picture (color or B&W) by checking the appropriate box.
9. If you use the Recurring Events feature, be sure you double-check that you have entered the events on the correct days and that they don't fall on any holidays.

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Follow the Road to a Successful Calendar Campaign

1 Resources Available Online:

- Online Order Book with Color Swatches
- Advertising Contracts
- Mini Calendar Order Forms
- Copyright Permission Form
- Three Year Planning Calendar with Holidays

2 Decision Time!

Before You Begin, You Need To Decide:

- Which style of advertising you will use – display, directory ads or none
- Are you selling calendars or giving them away?
- How much are you charging for calendars and ads?
- What listings will be printed on the calendar dates?
- Can you get someone to sponsor your calendar photo?

3 About Your Calendars

You Need to Decide:

- Your color for the Ribbon Banner and Monthly Dates
- If you will use traditional (large) or appointment (small) style numbers
- If you will include coupons, reorder forms, overprints or fire safety messages on your calendar.

4 What To Do Next:

Set Up Your Calendar Committee. You Will Need:

- Someone to arrange for your calendar photo
- Four or five people to sell advertising
- Two or three people to oversee the calendar sales

5 February 29

- If you have February 29th listings, enter them in the February block of the Extra Date Blocks module. Be sure to enter the listing type as well the the listing text.



6 What To Send In With Your Order

When It Is Time To Send In Your Order:

- If you are using EZO, follow the instructions on your screen.
- Your photographic print or digital file and printout for a digital picture, along with the copyright permission slip, if needed. Please read the special photo instruction page found on page 24 in the Online Order Book.
- Any new logos for your display ads, see page 15 of the Online Order Book for instructions.
- Your check made out to the Gordon Bernard Company, LLC.
- Make copies for your files of everything before you send your order in case it is lost in the mail. You will need these copies if we call you with a question about your order.
- If you are a previous calendar customer, return the calendar “back” advertising portion marked with a “C” on changed ads and an “X” on deleted ads.
- Place all items in the large brown envelope found in the Promotion Mailing.
- Pay a little extra to put a tracking number on your order in case it is lost in the mail.

7 Need More Materials?

Additional Materials:

- email us: help@gordonbernard.com
- You can also call your area sales representative or our home office at **1.800.531.1484**.

8 Using EZO

- You can access your data files from your last order from our web site, update the files and submit the files while online. Your files are available at any time (except during production) for updating.
 - To use EZO, go to, www.gordonbernard.com, click on the EZO link from the Home Page. Follow the instructions to log in.
- When you have finished updating your order and are ready to submit it for production, go to Submit your Order. Fill in the Shipping and Promo Kit tabs and click on Submit Now.
- Even if you did not use EZO in the past, you can use EZO. All you need is a computer with an Internet connection!
- Contact listings@gordonbernard.com to get login information.

9 How To Contact Us

There are several ways to contact us when you have a question:

- Contact your local area representative. This person’s name can be found on page 9 in the Online Order Book.
- Visit our website, www.gordonbernard.com for forms to request materials or to submit a question.
- Call our toll free number, **1.800.531.1484**, Monday through Friday between 8:00 AM and 4:30 PM EST.

