



CUSTOM FUNDRAISING  
CALENDARS

GORDON BERNARD  
COMPANY



The Oldest Nationwide Fundraising Company

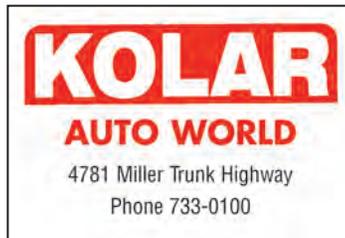
# COLOR ADVERTISING FOR YOUR CALENDAR

**GBC**  
CUSTOM FUNDRAISING  
CALENDARS

<p><b>ARROWHEAD CONCRETE WORKS</b> Washed &amp; Screened Gravel, Sand Mason Sand, Ready Mix Concrete 5572 Miller Trunk Hwy., Duluth, MN 55811 Plant 218/729-8274 Fax 218/729-6724 Concrete Blocks • Retaining Wall Blocks Chimney Blocks • Lightweight Blocks Masonry Cement • Patio Blocks</p>	<p><b>Northstar Aerospace</b> ISO 9001:2000 &amp; AS9100A:2001 4212 Enterprise Circle, Duluth, MN 55811 218/720-2920 Fax 218/726-0905 Cell 218/393-4359 www.northstaraerospace.com jeagleton@northstaraerospace.com</p>	<p><b>WAL*MART STORES, INC.</b> Store 1757 4740 West Mall Dr. Hermantown, MN 55811 218/727-1310 Fax 218/727-0933</p>	<p><b>SAM'S CLUB</b> WE ARE IN BUSINESS FOR SMALL BUSINESS.™</p>	<p><b>Lucky's</b> SALES &amp; SERVICE AUTO REPAIR 729-7399 or 729-7397 Hermantown, MN</p>	<p><b>Miller Hill</b> CHRYSLER JEEP • MAZDA • SUBARU 4710 Miller Trunk Hwy. • Duluth, MN 55811 www.millerhill.com Office 218/722-5337 • 1-800/758-5337 Sales Hrs: M-Th 8am-8pm Fri 8am-6pm Sat 9am-5pm Service Hrs: M-Th 7am-7pm Fri 7am-6pm Sat 7:30am-4pm Parts Hrs: M-Th 7am-7pm Fri 7am-6pm Sat 7:30am-4pm</p>
<p><b>HERMANTOWN TRANSMISSION &amp; EXHAUST</b> 4171 Thunderchief Lane Duluth, MN 55811 218/729-7548 – Fax 218/729-5683 BRIAN WILLIAMS – Owner</p>	<p><b>DULUTH DODGE SUZUKI</b> FIVE STAR. ★★★★★ 4755 Miller Trunk Hwy., Duluth, MN 55811 218/720-6123 – 800/708-6537</p>	<p><b>Hermantown Radiator Repair</b> Radiators • Heaters Air Conditioners GLENN HANSEN 729-6717 4992 Lightning Drive Hermantown, MN 55811</p>	<p><b>MENARDS</b> 4809 Miller Trunk Hwy. Hermantown, MN 55811</p>	<p><b>MAYA Family Mexican Restaurant</b> 1725 Miller Trunk Hwy., Duluth, MN 55811 218/722-0360 Fax 218/722-0608</p>	<p>SAVINGS...CHECKING OR SIMPLY LENDING! <b>Hermantown Federal Credit Union</b> www.hermantownfcu.org 729-7733 4477 LaVaque Rd., Hermantown, MN "Your Community Credit Union"</p>
<p><b>FOOD • FUEL</b> <b>Mobil</b> 4991 Miller Trunk Highway</p>	<p><b>KRAUSE SHEET METAL</b> Carrier CUSTOM MADE INDOOR WEATHER™ Complete Sheet Metal Work Furnace Installation • High Efficiency Gas &amp; Oil Furnaces &amp; Boilers Licensed • Bonded • Insured 2020 West 1st St. – Duluth, MN 55806 Office 722-6354 – Mobile 348-3293 Free Estimates BILL KRAUSE</p>	<p>Get a Strong Team to Pull for You. <b>WELLS FARGO</b> The Next Stage® Duluth Miller Hill Office Stone Ridge Office – Cub Foods 4180 Haines Road • 723-2790 617 W. Central Entrance • 726-9339 wellsfargo.com © 2002 Wells Fargo Bank Minnesota, N.A. Member FDIC</p>	<p><b>CIRRUS DESIGN CORPORATION</b> 218/529-7204 Fax 218/727-2148 4515 Taylor Circle, Duluth, MN 55811 www.cirrusdesign.com</p>	<p><b>Billman HOME CENTER</b> 5010 Miller Trunk Highway Duluth, Minnesota 55811 218/729-8232 Fax 218/729-8292 Complete Building Material Supplier PERSONAL SERVICE to take you through Both large and small projects. Locally owned and operated for 30 years.</p>	<p><b>AUTO Care</b> COLLISION CENTER Autocarecollision.com CHUCK ALLAN Owner 4757 Arrowhead Rd. Hermantown, MN 55811 218/722-4458 Fax 727-7821</p>

# WHY IT WORKS

- 1 It's simple and effective.
- 2 It allows your advertisers to stand out from the crowd.
- 3 You realize greater profit with every color ad.



# HOW IT WORKS

## Color Advertising

Adding color to your advertising makes either the business name and/or a logo stand out from the rest of the ad copy. The example below shows how changing the color of the name of the business or logo affects the look of the ad.



Logos or color photographs demand visual attention. Businesses will appreciate the opportunity to feature full color images as part of their advertising.



**For More Information on How to Add Color To Your Calendar Contact Your Local Sales Representative.**

The color advertisements used in this material are from The Hermantown Fire Department Fire Prevention Calendar, 2011, Hermantown, MN.

# HOW TO PRICE IT

The following examples illustrate the increased profit your organization will realize with the simple addition of color in your ads.

<b>1</b>	<b>Per Ad Income:</b>	<b>\$ 85.00</b>
	Ad Rate	\$ 50.00
	Logo (NEW LOGOS ONLY)	\$ 15.00
	Color Charge	\$ 20.00
	<b>Per Ad Expense:</b>	<b>\$ 36.25</b>
	Set Up	\$ 6.25
	Logo (NEW LOGOS ONLY)	\$ 15.00
	Color Charge	\$ 15.00
	<b>Profit Per Ad</b>	<b>\$ 48.75</b>



<b>2</b>	<b>Per Ad Income:</b>	<b>\$ 125.00</b>
	Ad Rate	\$ 50.00
	Logo (NEW LOGOS ONLY)	\$ 15.00
	Color Charge	\$ 60.00
	<b>Per Ad Expense:</b>	<b>\$ 36.25</b>
	Set Up	\$ 6.25
	Logo (NEW LOGOS ONLY)	\$ 15.00
	Color Charge	\$ 15.00
	<b>Profit Per Ad</b>	<b>\$ 88.75</b>



<b>3</b>	<b>Color in a Directory Ad</b>	
	<b>Per Ad Income:</b>	<b>\$ 30.00</b>
	Ad Rate	\$ 20.00
	Color Charge	\$ 10.00
	<b>Per Ad Expense:</b>	<b>\$ 6.20</b>
	Set Up	\$ 1.20
	Color Charge	\$ 5.00
	<b>Profit Per Ad</b>	<b>\$ 23.80</b>

<b>AUTOMOTIVE</b>	
Mike's Garage	413-5890
Z's Towing	441-3420
<b>BAKERY</b>	
Old Firehouse Bakery	441-4500
<b>CONSTRUCTION</b>	
JR's Excavation	443-DIRT
<b>CONVENIENCE STORES</b>	
Marty's Pit Stop	443-6978