
Quite often a business manager must receive permission to advertise from a corporate office or advertising agency. Create a flyer like this one to leave with businesses when you contact them to purchase an ad on your calendar.

AN ADVERTISING OPPORTUNITY FOR YOU

The St. Croix Valley Lions Club is sponsoring a Community Events Calendar for the communities of Lakeland, Afton, and the surrounding area. Our plans are to mail a calendar to approximately 2000 postal patrons in these communities. We will print all community events on the calendar to make it a valuable reference tool for all residents of the valley. The calendars will be an 11" x 21½" tear sheet calendar printed by the Gordon Bernard Company, a national calendar publishing company who printed 2½ million calendars across the country last year. The calendar will be printed in color with a beautiful color photograph representative of our area.

We are giving businesses within the St. Croix Valley an opportunity to advertise on this calendar at the very low rate of only \$.10 per calendar or \$200.00 for a 1¼" x 1¾" display ad. The ads can include six to eight lines of copy as well as your logo. Logos will be assessed a one-time \$15.00 plate charge. There is room for only 36 display ads. As a special incentive, we are encouraging businesses to include coupons as part of their advertising. Here are some sample coupons that appear on Gordon Bernard Co. calendars in other communities:

<p>FARMERS AND MERCHANTS BANK Member F.D.I.C. 7557 Peterson Blvd., Lakeland Start a savings account of \$100.00 or more and we will add 3% to it, if you bring in last month's calendar sheet</p>	<p>DANSHIELD OIL CO. EXXON PRODUCTS 10% discount on any purchase, if you bring in last month's calendar sheet Phone 886-2262</p>	<p>ROCKET REXALL DRUG STORE A free malted-milk on your birthday, if you bring in last month's calendar sheet 3 Godby Avenue Phone 886-1190</p>
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***Coupons on the back of Calendar Pages** We are offering businesses the opportunity to have their coupon printed on the back of each calendar sheet. Two thousand calendars will put 24,000 coupons into circulation during the course of the year. The cost for printing your coupon on the back of all twelve sheets is \$200.00.

AND THERE'S MORE

***Date Ads** We are also offering advertising space on the calendar sheets in the empty squares or on the actual dates. These will be limited to five (5) lines with 28 characters and spaces each with a charge of \$25.00 per ad. They will be set in standard type without the logo option. This is a great way to offer seasonal coupons, Christmas specials, or advertise special sales.

***Picture Sponsor** We need a business who would be interested in sponsoring the beautiful color print. Our cost is \$460.00. The sponsor will receive a byline under the picture crediting its sponsorship.

***Events Sponsor** We need a business who would be interested in sponsoring the charge for listing the community events on the calendar. Our cost will be approximately \$150. The sponsor will receive a byline recognizing its sponsorship.

***Piggyback Service** We will include a single sheet of coupons in our mailing envelope which you supply for \$.05 per home or \$100.00. This service will be offered only after all ads have been sold.