

# The Power of Calendars

Many businesses depend on calendars to support their yearly advertising plans. Studies show that the average calendar is seen 12 times a day and over 4,000 times in one year!

## REMEMBER THAT CALENDARS:

### Influence buying decisions

- When customers need your products or services, your contact information is close at hand.
- Daily contact with your message (information) keeps your business top-of-mind.
- Customize a standard calendar with a coupon sheet to drive repeat business.

### Deliver a **Personal** message

- Reach your audience where they live and work – the places business decisions are made.
- Visual appeal and functionality add credibility to your message.
- The only form of advertising that is welcomed every day for an entire year.

### Provide **Cost-effective** advertising

- One purchase gives you a year of advertising.
- You decide who receives your calendars. Know for sure who you've reached and that every calendar is money well spent.

