

# 2017 Pocket Planner Order Form

**Mail to:** Organization Name: \_\_\_\_\_

Your Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_

**SHIP to: if different from 'mail to' Address**

Work Phone: \_\_\_\_\_ Name: \_\_\_\_\_

Cell Phone : \_\_\_\_\_ Street: \_\_\_\_\_

Fax: \_\_\_\_\_ City: \_\_\_\_\_

Email: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

## Have you ordered a Pocket Planner before?

No  Yes: If yes, write your GBC Account # \_\_\_\_\_  
(Found on inside back cover)

**1. Planner Style:**  Monthly Planner  Weekly Planner  Fire/EMS Shift

**2. Starting Month:** \_\_\_\_\_

**3. Calculate The Price:** Complete the chart to determine your total price.

ITEM	QUANTITY	UNIT PRICE	EXTENSION
Monthly Pocket Planner™ see price chart p.7			
Weekly Pocket Planner™ see price chart p.7			
Fire/EMS Color Coded Shift Schedule (contact Sales Representative)			
Personalized Date Listings (electronic file preferred)		\$ 0.15 each	
Page Substitution and/or Extra Pages		\$ 15.00 each	
Total # of Advertisers on substitution pages and/or extra pages		\$ 6.25 each	
Total # of Directory Ads on substitution pages and/or extra page		\$ 1.20 each	
Total of New Logo Scans		\$ 15.00 each	
Clear Plastic Covers packaged separately to be inserted by customer		\$ 0.50 each	
Other			
		<b>TOTAL PRICE</b>	<b>\$</b>

**4. Payment Information:** To begin processing your order, payment or purchase order must be included with this order form.

Please send in **ALL FOUR** order form pages and check or money order made payable to:  
Gordon Bernard Company, LLC. | 22 Whitney Drive | Milford, OH 45150

**5. Customize The Cover:** Pocket Planners allow you to customize the front and back outside covers and the front and back inside covers. In this section of the order form, indicate with an "X" the options you will be using. As you select your items, refer to pg. 7 of the Pocket Planner Brochure for further information on how to submit your artwork.

### Outside Front Cover

If all cover is the same as last year, check here and omit this section. *We will update the year.*

**Outside front cover layout:** (check one)  Horizontal  Vertical

**What do you want on the front cover? Check the appropriate boxes:**

- Color Photograph
- Color Logo, Emblem, Artwork
- Single Color Logo \_\_\_\_\_ (see color below)
- Text Copy \_\_\_\_\_  
Black Ink unless other requested    Other \_\_\_\_\_ (see color below)
- Cover Background Color  
White unless other requested    Other \_\_\_\_\_ (see color below)

### Outside Back Cover

If all cover is the same as last year, check here and omit this section.

**Outside back cover layout:** (check one)  Horizontal  Vertical

**What do you want on the back cover? Check the appropriate boxes:**

- Color Photograph
- Color Logo, Emblem, Artwork
- Single Color Logo \_\_\_\_\_ (see color below)
- Text Copy \_\_\_\_\_  
Black Ink unless other requested    Other \_\_\_\_\_ (see color below)
- Cover Background Color  
White unless other requested    Other \_\_\_\_\_ (see color below)



- Directory Ads Section 6 (indicate color when applicable)
- Display Ads Section 7 (indicate color when applicable)

## Inside Front Cover

If all cover is the same as last year, check here and omit this section.

- Blank Inside Front Cover
- Standard "Frequently Called Numbers" Page
- Text – Attach separate sheet of paper with text to be printed
- Directory Advertising – Complete section 6 of this order form
- Display Advertising – Complete section 7 of this order form

See page 7 in the Pocket Planner Brochure for instructions on how to submit photos, logos, and artwork for the cover and advertising.

## Inside Back Cover

If cover is the same as last year, check here and omit this section.

- Blank Inside Back Cover
- Text – Attach separate sheet of paper with text to be printed
- Directory Advertising – Complete section 6 of this order form
- Display Advertising – Complete section 7 of this order form

## 6. Directory Advertising:

Your Pocket Planner may include Directory Ads and/or Category Headings. If choosing this option, please submit the information using the section below, or list these items on a separate computer generated form in the format shown below. Category Headings should appear in ALL CAPS, while business ads and phone numbers should appear in traditional print. For Directory Ads/Category Headings appearing on the outside back cover that require an ink color other than black, please indicate the ad color for each ad. Refer to the Pocket Planner brochure to see an example of directory advertising.

If Directory Ads/ Category Headings are the same as last year, check here and omit this section.

Ad Name/Category Heading	Phone #	Ad Color	Ad Name/Category Heading	Phone #	Ad Color
1. _____			16. _____		
2. _____			17. _____		
3. _____			18. _____		
4. _____			19. _____		
5. _____			20. _____		
6. _____			21. _____		
7. _____			22. _____		
8. _____			23. _____		
9. _____			24. _____		
10. _____			25. _____		
11. _____			26. _____		
12. _____			27. _____		
13. _____			28. _____		
14. _____			29. _____		
15. _____			30. _____		

## 7. Display Advertising:

Your Pocket Planner may include Display Advertising. If choosing this option, please use page 6 to submit the necessary information for each ad. You may enclose an example (i.e. business card) or submit the ad on your own computer generated form using the format shown on page 6 for reference. For Display Ads appearing on the outside back cover requiring an ink color other than black, please include a sample of your preferred color with specific instructions for each ad. Refer to the Pocket Planner Brochure page 7 for further information on how to submit your artwork.

# Display Advertising

If all advertising is the same as last year, check here and omit this section.

CHECK CORRECT BOX

NEW

CHANGED

SAME

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**New Logo to be scanned**

AD PLACEMENT:

- Place this ad on the inside front cover – black ink only.
- Place this ad on the inside back cover – black ink only.
- Place this ad on the outside back cover – black ink only.
- Place this ad on the outside back cover – using color ink.  
Specific instructions and example required

CHECK CORRECT BOX

NEW

CHANGED

SAME

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**New Logo to be scanned**

AD PLACEMENT:

- Place this ad on the inside front cover – black ink only.
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Specific instructions and example required

CHECK CORRECT BOX

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- Place this ad on the outside back cover – using color ink.  
Specific instructions and example required

CHECK CORRECT BOX

NEW

CHANGED

SAME

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**New Logo to be scanned**

AD PLACEMENT:

- Place this ad on the inside front cover – black ink only.
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- Place this ad on the outside back cover – using color ink.  
Specific instructions and example required

## Styles of Advertising

### Display Advertising

The information put in a display ad is similar to the information one would put on a business card. Display advertising usually includes the business name, address, phone number, as well as logos and advertising copy.



### Directory Advertising

Directory ads are set up differently than display ads. They include the name of the business and a phone number. Directory advertising can also be sorted by category headings.

Be sure to complete Section 6 or 7 in the Pocket Planner Order Form if you are using advertising on the cover of your Pocket Planner.

<b>ACCOUNTANTS</b>	
Evergreen Tax Service .....	472-3985
Joe Rippe, CPA .....	583-6825
<b>AIR CONDITIONING</b>	
Buff Electric .....	583-7905
Pierce Refrigeration .....	583-9077
<b>BANKS</b>	
State Bk. of Richland .....	537-6274
First Sav. Bank .....	465-8200
<b>DENTISTS</b>	
Tim Pohlman, DDS .....	587-2580
Charles Pope, DDS .....	537-8574
<b>DRUG STORES</b>	
Elm Square Pharmacy .....	471-6806
Westport Pharmacy .....	472-3397
<b>ELECTRIC SERVICES</b>	
Ralph's Electric .....	646-8814
James W. Arwood Elec. ....	646-6252
<b>FURNACE HEATERS</b>	

## 2017 Planner Price Chart

Minimum order is 100 calendars

Quantity	Monthly	Weekly
100	\$2.85	\$4.66
200	\$2.12	\$3.78
300	\$1.94	\$3.23
400	\$1.85	\$2.95
500	\$1.75	\$2.73
600	\$1.64	\$2.47
700	\$1.60	\$2.42
800	\$1.55	\$2.37
900	\$1.53	\$2.30
1000	\$1.50	\$2.25
1500	\$1.47	\$2.18
2000	\$1.45	\$2.10
2500	\$1.44	\$2.07

Over 2500 – Call for a quote

\*Contact your Sales Representative for Fire Shift Prices.

## Artwork Guidelines

### PHOTOS

- 300 dpi or dots per inch at print size (minimum 7 inches wide)  
We prefer the original unaltered file from the camera when possible
- Original traditional photographic prints for scanning
- If you are doing your own scanning, please make sure to scan at a minimum of 300 dpi at print size
- Save as a jpg, tiff or eps

### ARTWORK AND LOGOS

- Graphics and Images: 300 dpi at finished size
- Line Art: 600 dpi at finished size
- Save as jpg, tiff, eps
- Graphics and Line Art can also be submitted as Adobe Illustrator eps or ai files

### SENDING YOUR PHOTOS AND ARTWORK

#### ACCEPTABLE MEDIA:

- CD or DVD – Mac or Windows
- USB FLASH DRIVE – Mac or Windows be sure to identify your group, city and state and the account number

#### ELECTRONIC TRANSFER:

- Website upload: click on the send a file button on the home page at [www.gordonbernard.com](http://www.gordonbernard.com) and follow instructions (preferred method). Or click on File upload when logged into EZO
- Email: [artwork@gordonbernard.com](mailto:artwork@gordonbernard.com) (Please do not downsample or resize your photos when emailing) Be sure to identify your group, city and state and the account number

## Additional Information

### Copyright Policy

If the content you are using for your picture subject is protected by copyright, you must obtain permission from the appropriate party allowing us to reprint the photo/artwork.

#### Acceptable Submissions:

- Completed picture release form found on our website at [www.gordonbernard.com/Resources/Forms.aspx](http://www.gordonbernard.com/Resources/Forms.aspx)
- Written letter granting Gordon Bernard Company permission to reprint photo/artwork with appropriate signature and date. Your organization should be referenced.

### Retouching Requests

You may want to digitally alter or remove unwanted items from your picture. If this is the case, please include specific instructions on page 4. A customer service representative will contact you to verify the details of your request and discuss additional charges involved.

### Collage

You may create a collage and submit it as one picture. There will be an additional charge if you send us multiple pictures and ask us to create a collage for you.