

2019 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			
		TOTAL PRICE	\$

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)



GOLD



ORANGE



RED



MAROON



PURPLE



DARK BLUE



LIGHT BLUE



GREEN



BLACK

- ☐ 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 ☐

☐ **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 ☐

☐ **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

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

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