

# 2017 Tear Sheet Calendar Order Form

This sheet must be completed and returned with your order if you don't use the EZO program.

**1.** Name of Organization \_\_\_\_\_ Date \_\_\_\_\_  
Your Name \_\_\_\_\_ Home Phone ( ) \_\_\_\_\_  
Work Phone ( ) \_\_\_\_\_ Cell Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_  
Email \_\_\_\_\_

## 1A. ALTERNATE CONTACT INFORMATION

Name \_\_\_\_\_ Phone No. \_\_\_\_\_  
Email \_\_\_\_\_ Cell No. \_\_\_\_\_

## 2. MAIL OUR ACKNOWLEDGEMENT TO:

Name \_\_\_\_\_  
P.O. Box/Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

## 3. SHIP OUR CALENDARS TO: Street Address ONLY-No P.O. Box

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

## 2A. EMAIL OUR ACKNOWLEDGEMENT TO:

Name \_\_\_\_\_  
E-mail \_\_\_\_\_

Ship Via: UPS \_\_\_\_\_ Other \_\_\_\_\_

## 4A. CIRCLE THE (RIBBON BANNER & NUMBERS) COLOR DESIRED:

Red    Light Blue    Dark Blue    Green    Purple    Gold  
ON TRADITIONAL  
STYLE ONLY    Orange    Maroon    Black & White  
ON APPOINTMENT  
STYLE ONLY

## 4B. CIRCLE THE CALENDAR NUMBERING STYLE DESIRED:

**TRADITIONAL**  
(Large Numbers)

**APPOINTMENT**  
(Small Numbers)

## 5A. START OUR CALENDAR WITH THE MONTH OF: \_\_\_\_\_

**5B. ARE YOU ENCLOSING SPECIAL INSTRUCTION SHEET?** (Located on Page 4)  YES  NO

## 6. PLEASE SEND NEXT YEAR'S PROMOTION KIT TO: (Must be filled out even if same as last year.)

Name of Organization \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Home Phone ( ) \_\_\_\_\_ Work Phone ( ) \_\_\_\_\_ Cell Phone ( ) \_\_\_\_\_  
Email \_\_\_\_\_ Fax ( ) \_\_\_\_\_

		Quantity	Price Each	Total
<b>7.</b>	<b>Total Number of Calendars</b> (Please refer to Price Chart on Page 5)	_____	_____	_____
<b>8.</b>	<b>Total Number of Listings</b> (Listing consists of not more than 28 characters and spaces)	_____	15¢	_____
<b>9A.</b>	<b>Total Number of Display</b> (Block) Ad Spaces (NOTE: Minimum advertising set-up charge is \$75.00)	_____	\$6.25	_____
<b>9B.</b>	<b>Total Number of New Ad Logos</b> (List advertisers on Page 4)	_____	\$15.00	_____
<b>9C.</b>	<b>Total Number of Color Display Ads</b> (List advertisers on Page 4)	_____	\$15.00	_____
<b>10A.</b>	<b>Total Lines of Directory Ads &amp; Category Headings</b> (NOTE: Minimum advertising set-up charge is \$75.00)	_____	\$1.20	_____
<b>10B.</b>	<b>Total Number of Directory Ads and/or Category Headings printed in Color</b> (List advertisers or category headings on Page 4)	_____	\$5.00	_____
<b>11A.</b>	<b>Total Number of Color Pictures</b> (Photos/ Logos/Line Art please refer to Price Chart on Page 5) Quantity must match numbers of calendars ordered on line 7 <input type="checkbox"/> <a href="#">Check here if using last year's picture</a>	_____	_____	_____
<b>11B.</b>	<b>New Black &amp; White Picture - (Photo/Line Art/Logo)</b>	_____	\$30.00	_____
<b>11C.</b>	<b>Repeat Black &amp; White Picture - (Photo/Line Art/Logo)</b> <input type="checkbox"/> <a href="#">Check here if using Exactly the Same B&amp;W picture used on your last order</a>	_____	N/C	N/C
<b>11D.</b>	<b>One Color Line Art/Logo</b> (Please indicate color choice and instructions on Special Instructions sheet page 4)	_____	\$15.00	_____
<b>12.</b>	<b>List Specialty Calendar Items/Options</b> (Please refer to Special Items/Options Price Chart on Pages 10 & 11)			

ID#	Description	
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
_____	_____	\$ _____
	Sub-Total	\$ _____

<b>13.</b>	<b>Florida Customers Only</b> (Please Include Appropriate Taxes)	\$ _____
<b>14.</b>	<b>Shipping Charges</b> (Please refer to Price Chart on Pages 6 & 7) <input type="checkbox"/> <a href="#">Check here if NO Brown Calendar bags, mailing envelopes or plastic door knob bags</a>	\$ _____
	<b>Total Amount of Order</b>	\$ _____
<b>15.</b>	<b>Total Amount Enclosed</b> (Check or Money Orders payable to Gordon Bernard Company, LLC must accompany this order)	\$ _____

**16.** \_\_\_\_\_  
Signature of Purchaser
Title
Date

PHOTOCOPY THIS FORM FOR YOUR RECORDS

# Tear Sheet Title Sheet

This sheet must be completed and returned with your order if you don't use the EZO program.



Print Ribbon Heading Here as you Wish it to appear on your Calendar

**PLEASE WRITE "SAME AS LAST YEAR" if the "ribbon heading" is to be printed the same as on last year's calendar publication.**

OUR \_\_\_\_\_ ISSUE

The "Our \_\_\_\_\_ Issue" number proclaims the number of years you have been publishing the calendar in your community. If you DO NOT wish this printed on your calendar, please cross it out and write 'delete' by it.

## Calendar Title Line

- |   |  |
|---|--|
| <input type="checkbox"/> Same as last year          | <input type="checkbox"/> Community Birthday Calendar |
| <input type="checkbox"/> School Activities Calendar | <input type="checkbox"/> Community Events Calendar   |
| <input type="checkbox"/> Fire Prevention Calendar   | <input type="checkbox"/> None                        |
| <input type="checkbox"/> Other _____                |  |

## Picture Title *example: Founders Day Parade*

- Same as last year     None     New \_\_\_\_\_

## Picture Credit *example: Photo by Bill Jones*

- Same as last year     None     New \_\_\_\_\_

## Picture Sponsor *example: Picture Compliments of Wilson Industries*

- Same as last year     None     New \_\_\_\_\_
- Picture Ad - \$6.25 minimum charge includes Commercial Information
- Picture Ad Logo - New Logo charge \$15.00 Black & White, Color charge additional \$15.00

PLEASE TYPE BELOW ANY ORGANIZATIONAL COPY (copy supporting your organization) YOU WISH PRINTED WITHIN YOUR CALENDAR ADVERTISING AREA. You are permitted a total of twelve lines FREE. (2 ad spaces) New logos are \$15.00. You may write "SAME AS LAST YEAR" if the "organizational copy" is to be printed the same as on last year's calendar publication.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

# Special Instructions Sheet

**Submit this sheet and return with your calendar order.**

- Please use this form to submit all special instructions relating to your calendar order.
- If additional space is needed, feel free to attach extra notes to this form.
- Please do NOT use this form to submit new and changed ad copy.
- Use the ad sheets in this book if not using our EZO program. [www.gordonbernard.com/ez](http://www.gordonbernard.com/ez)

## Notes or Special Instructions

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## Please List Advertisers Using New Logos Here (Printed in Black & White **OR** Color)

New logo scan cost \$15.00 each - Must include print ready copy or digital file for each new logo

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## Please List Advertisers Using Color Here Cost \$15.00 each - Ad instructions must indicate exactly what copy is to be printed in which color & include print ready copy or digital file if necessary

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# 2017 Tear Sheet Price Charts

MINIMUM ORDER IS 100 CALENDARS - OPEN CALENDAR SIZE IS 11"X 22"

## Calendars

QUANTITY	PRICE EACH
100-124	3.88
125-149	3.70
150-174	3.61
175-199	3.58
200-249	3.28
250-299	3.13
300-349	3.03
350-399	2.96
400-449	2.94
450-499	2.84
500-599	2.81
600-699	2.74
700-799	2.58
800-899	2.46
900-999	2.42
1000-1499	2.35
1500-1999	2.25
2000+	

Call your Sales Representative

## Color Picture

QUANTITY	PRICE EACH
100-124	0.61
125-149	0.61
150-174	0.61
175-199	0.61
200-249	0.60
250-299	0.50
300-349	0.50
350-399	0.40
400-449	0.40
450-499	0.35
500-599	0.32
600-699	0.30
700-799	0.29
800-899	0.27
900-999	0.25
1000-1499	0.24
1500-1999	0.24
2000+	

Call your Sales Representative

Pictures must be 300 dpi or higher at finished size, copyrighted photos require written permission from the photographer.

Black and White Photos \$30.00 Flat Fee

## Display Ads

	PRICE
Single Display Ad	\$6.25
With Color	21.25
With Logo*	21.25
With Color and Logo*	36.25

\*\$15 charge applies to new logos only

## Directory Ads

	PRICE
Directory Ad	\$1.20 per line
1 Category Heading	\$1.20 per line
With Color	\$5.00

\$75 Minimum Setup Charge

Cost for printing listings: meetings, events, birthdays, anniversaries on the date blocks are \$0.15 each

# Tear Sheet Shipping + Handling Price Chart

Going green! In response to suggestions from our customers, we are now packing our calendar orders with/without paper bags with a reduction in shipping and handling costs if you choose not to have your calendars packed in bags.

- STEP 1.** Determine your shipping zone by the state in which you live.
- STEP 2.** On the opposite page, find the appropriate charge for where your calendars will be DELIVERED, whether or not you will pay the discounted price, and determine your shipping & handling charge.
- STEP 3.** Enter the shipping charges on Page 2, Line 14 of the Calendar Order Form or use the EZO program. Shipping charges should be added to the total cost of the order and one check for the total amount should be submitted with your order.

## ZONE A

If you live in the states listed below, refer to **ZONE A** column for your shipping charges.

Illinois  
Indiana  
Kentucky  
Michigan  
Ohio  
Tennessee  
West Virginia

## ZONE B

If you live in the states listed below, refer to **ZONE B** column for your shipping charges.

Alabama  
Arkansas  
Delaware  
Dist. of Columbia  
Georgia  
Maryland  
Mississippi  
Missouri  
New Jersey  
North Carolina  
Pennsylvania  
South Carolina  
Virginia  
Wisconsin

## ZONE C

If you live in the states listed below, refer to **ZONE C** column for your shipping charges.

Colorado • Connecticut  
Florida • Iowa • Kansas  
Louisiana • Maine  
Massachusetts  
Minnesota • Nebraska  
New Hampshire  
New Mexico • New York  
North Dakota  
Oklahoma  
Rhode Island  
South Dakota  
Texas • Vermont  
Wyoming

## ZONE D

If you live in the states listed below, refer to **ZONE D** column for your shipping charges.

Arizona  
California  
Idaho  
Montana  
Nevada  
Oregon  
Utah  
Washington

For Alaska and Hawaii shipping alternatives, phone 1-800/531-1484 for a quote.

**When ordering more than 775 calendars call our office or your Sales Representative for assistance.**

If your calendars are being shipped via UNITED PARCEL SERVICE or FIRST CLASS MAIL, please use the following charts to determine your shipping charges. If your calendars are being shipped via a truck line, or outside the United States, please include approximate shipping charges and any difference in the actual shipping charges will be billed/refunded to you. Second Day Air and Next Day shipping is available. Please call for prices.

# 2017 Tear Sheet Shipping + Handling Price Chart

Customers requesting plastic bags or white mailing envelopes should pay the non-discounted prices.

Calendars	Zone A		Zone B		Zone C		Zone D	
	w/bags	w/o bags	w/bags	w/o bags	w/bags	w/o bags	w/bags	w/o bags
<b>100</b>	\$35.30	\$24.71	\$42.60	\$29.82	\$43.50	\$30.45	\$55.20	\$38.64
<b>101-125</b>	\$38.30	\$26.81	\$45.50	\$31.85	\$49.50	\$34.65	\$62.60	\$43.82
<b>126-150</b>	\$51.00	\$35.70	\$58.60	\$41.02	\$68.00	\$47.60	\$86.30	\$60.41
<b>151-175</b>	\$53.50	\$37.45	\$61.80	\$43.26	\$73.70	\$51.59	\$93.50	\$65.45
<b>176-200</b>	\$56.60	\$39.62	\$65.30	\$45.71	\$78.90	\$55.23	\$101.50	\$71.05
<b>201-225</b>	\$58.70	\$41.09	\$69.20	\$48.44	\$83.50	\$58.45	\$108.40	\$75.88
<b>226-250</b>	\$61.50	\$43.05	\$73.20	\$51.24	\$89.50	\$62.65	\$115.50	\$80.85
<b>251-275</b>	\$82.90	\$58.03	\$96.40	\$67.48	\$113.90	\$79.73	\$147.40	\$103.18
<b>276-300</b>	\$84.20	\$58.94	\$98.00	\$68.60	\$116.20	\$81.34	\$150.50	\$105.35
<b>301-325</b>	\$86.80	\$60.76	\$102.60	\$71.82	\$122.40	\$85.68	\$158.00	\$110.60
<b>326-350</b>	\$89.10	\$62.37	\$106.00	\$74.20	\$128.00	\$89.60	\$164.90	\$115.43
<b>351-375</b>	\$91.50	\$64.05	\$110.20	\$77.14	\$132.80	\$92.96	\$172.40	\$120.68
<b>376-400</b>	\$112.60	\$78.82	\$131.10	\$91.77	\$155.40	\$108.78	\$200.70	\$140.49
<b>401-425</b>	\$115.20	\$80.64	\$134.90	\$94.43	\$160.70	\$112.49	\$208.00	\$145.60
<b>426-450</b>	\$117.00	\$81.90	\$138.60	\$97.02	\$165.90	\$116.13	\$215.20	\$150.64
<b>451-475</b>	\$120.10	\$84.07	\$142.80	\$99.96	\$171.50	\$120.05	\$222.40	\$155.68
<b>476-500</b>	\$122.20	\$85.54	\$146.30	\$102.41	\$177.30	\$124.11	\$229.60	\$160.72
<b>501-525</b>	\$142.10	\$99.47	\$166.60	\$116.62	\$198.80	\$139.16	\$256.40	\$179.48
<b>526-550</b>	\$146.30	\$102.41	\$171.10	\$119.77	\$205.00	\$143.50	\$265.50	\$185.85
<b>551-575</b>	\$148.00	\$103.60	\$175.30	\$122.71	\$210.60	\$147.42	\$272.70	\$190.89
<b>576-600</b>	\$149.90	\$104.93	\$178.90	\$125.23	\$215.30	\$150.71	\$279.90	\$195.93
<b>601-625</b>	\$152.40	\$106.68	\$183.20	\$128.24	\$221.10	\$154.77	\$287.70	\$201.39
<b>626-650</b>	\$167.70	\$117.39	\$199.20	\$139.44	\$240.40	\$168.28	\$310.70	\$217.49
<b>651-675</b>	\$174.70	\$122.29	\$207.90	\$145.53	\$248.80	\$174.16	\$323.00	\$226.10
<b>676-700</b>	\$177.50	\$124.25	\$211.40	\$147.98	\$254.70	\$178.29	\$330.30	\$231.21
<b>701-725</b>	\$179.60	\$125.72	\$215.90	\$151.13	\$260.30	\$182.21	\$338.00	\$236.60
<b>726-750</b>	\$182.80	\$127.96	\$219.70	\$153.79	\$264.90	\$185.43	\$344.40	\$241.08
<b>751-775</b>	\$184.90	\$129.43	\$223.90	\$156.73	\$269.20	\$188.44	\$351.80	\$246.26

## Sales Representative for your State

<b>ALABAMA</b>	LEON LoVETTE	<b>MISSOURI</b>	BRUCE LINAFFELTER
<b>ALASKA</b>	ADAM HEUER	<b>MONTANA</b>	KARYL MENCHEN
<b>ARIZONA</b>	KARYL MENCHEN	<b>NEBRASKA</b>	BRUCE LINAFFELTER
<b>ARKANSAS</b>	ADAM MITCHELL	<b>NEVADA</b>	KARYL MENCHEN
<b>CALIFORNIA</b>	KARYL MENCHEN	<b>NEW HAMPSHIRE</b>	BRUCE LINAFFELTER
<b>COLORADO</b>	ADAM HEUER	<b>NEW JERSEY</b>	ADAM HEUER
<b>CONNECTICUT</b>	ADAM HEUER	<b>NEW MEXICO</b>	ADAM MITCHELL
<b>DELAWARE</b>	ADAM HEUER	<b>NEW YORK</b>	ADAM HEUER
<b>DIST. OF COLUMBIA</b>	ADAM MITCHELL	<b>NORTH CAROLINA</b>	KARYL MENCHEN
<b>FLORIDA</b>	ADAM HEUER	<b>NORTH DAKOTA</b>	RICK PETERSON
<b>GEORGIA</b>	LEON LoVETTE	<b>OHIO</b>	CHIA MENCHEN
<b>HAWAII</b>	ADAM HEUER	<b>OKLAHOMA</b>	ADAM MITCHELL
<b>IDAHO</b>	BRUCE LINAFFELTER	<b>OREGON</b>	KARYL MENCHEN
<b>ILLINOIS</b>	ADAM MITCHELL	<b>PENNSYLVANIA</b>	ADAM HEUER
<b>INDIANA</b>	ADAM MITCHELL	<b>RHODE ISLAND</b>	ADAM HEUER
<b>IOWA</b>	BRUCE LINAFFELTER	<b>SOUTH CAROLINA</b>	LEON LoVETTE
<b>KANSAS</b>	ADAM MITCHELL	<b>SOUTH DAKOTA</b>	RICK PETERSON
<b>KENTUCKY</b>	CHIA MENCHEN	<b>TENNESSEE</b>	BRUCE LINAFFELTER
<b>LOUISIANA</b>	ADAM MITCHELL	<b>TEXAS</b>	ADAM MITCHELL
<b>MAINE</b>	BRUCE LINAFFELTER	<b>UTAH</b>	KARYL MENCHEN
<b>MARYLAND</b>	ADAM HEUER	<b>VERMONT</b>	BRUCE LINAFFELTER
<b>MASSACHUSETTS</b>	ADAM HEUER	<b>VIRGINIA</b>	KARYL MENCHEN
<b>MICHIGAN (Lower)</b>	ADAM MITCHELL	<b>WASHINGTON</b>	KARYL MENCHEN
<b>MICHIGAN (Upper)</b>	RICK PETERSON	<b>WEST VIRGINIA</b>	ADAM HEUER
<b>MINNESOTA</b>	RICK PETERSON	<b>WISCONSIN</b>	RICK PETERSON
<b>MISSISSIPPI</b>	BRUCE LINAFFELTER	<b>WYOMING</b>	KARYL MENCHEN





GORDON BERNARD COMPANY, LLC  
22 Whitney Drive, Milford, OH 45150  
Phone: 1.800.531.1484 • Fax: 513.248.7606  
help@gordonbernard.com  
www.gordonbernard.com  
Office Hours: Mon – Fri 8:00 a.m. to 4:30 p.m. EST

We will always acknowledge an e-mail during the next business day. If you don't receive a reply from us, we probably didn't receive your e-mail.

**ADAM HEUER**

22 Whitney Drive  
Milford, OH 45150  
800.531.1484 ext. 144  
513.248.7606 Fax  
aheuer@gordonbernard.com

**AK, CO, CT, DE, FL, HI, MA, MD, NJ, NY, PA,  
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**BRUCE LINAFFELTER**

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blinaffelter@gordonbernard.com

**IA, ID, ME, MO, MS, NE, NH, TN, VT**

**LEON & SUSAN LoVETTE**

111 Arrowhead Lake Road  
North Augusta, SC 29860  
803.663.1915  
803.663.1885 Fax  
866.385.9337 Toll Free  
lovemycalendar@gmail.com

**AL, GA, SC**

**CHIA (KIA) MENCHEN**

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800.531.1484  
513.248.7606 Fax  
cmenchen@gordonbernard.com

**KY, OH**

**KARYL MENCHEN**

22 Whitney Drive  
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800.531.1484 ext. 121  
513.248.7606 Fax  
kmenchen@gordonbernard.com

**AZ, CA, MT, NC, NV, OR, UT, VA, WA, WY**

**ADAM MITCHELL**

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513.248.7606 Fax  
amitchell@gordonbernard.com

**AR, DC, IL, IN, KS, LA, MI, NM, OK, TX**

**RICK PETERSON**

28725 Prairie Rose Lane  
Red Wing, MN 55066  
651.388.6812 & Fax 651.385.0030  
800.658.2453 Toll Free  
rickpeterson@kmwb.net

**MI-UP, MN, ND, SD, WI**

## 2017 Pricing for Specialty Items on Tear Sheet Calendar

### CALENDAR BACK ITEMS (Advertising Portion of Calendar)

ID#	Item	Price	Description
B1	Map or printing under pad	\$20.00	Prints a map or other printing under the calendar pad Print ready or digital file required
B2W	Map or printing (B&W) on back side of calendar	\$25.00 setup \$0.18 each	Prints Black & White map or text on the back of calendar. Print ready or digital file required
B2C	Map or printing (Color) on back side of calendar	\$40.00 setup \$0.30 each	Prints Color map or text on back of calendar. Print ready or digital file required
B3	Musical Notes	\$5.00	Prints a row of musical notes on the bottom ad row
B4	Typeset on bottom	\$20.00	Submit copy for typesetting row of ads
B5	Names under picture	\$0.20 each	Prints the names of people in the calendar picture
B6	Copy under pad	\$0.30 per line	Charge for typesetting copy under the pad Approx. 35 characters and spaces per line \$15.00 minimum charge
B7	Screening behind ads instead of a picture subject	\$20.00	Prints a b/w screen behind the advertising This could be a school mascot, club logo, etc. Color screen extra \$15.00 charge
B8	CPR Information	\$20.00	Prints CPR instructions under pad

### PHOTOGRAPH ITEMS

F1	Manual Photo tipping	\$0.20 each	Charge for bonding customer supplied photographs to calendars. Done with special permission only
F2	Typesetting in place of photo	\$30.00	Prints customer supplied copy in photo area
F3	Collage/ Retouch photograph	\$75.00 per hour	Charge for creating a collage from customer supplied photos or editing photo content Min. charge is \$30.00
F4	Additional pictures - main picture subject	\$15.00 each	Prints additional pictures in the main picture area

### MISCELLANEOUS ITEMS

M1	Extra Sheet - Tear Sheet	\$27.00 Setup \$0.06 per sheet per calendar	Setup price is for <b>each</b> sheet or extra month and does not include typesetting. Inserts are an extra sheet (extra month, cover letter, reorder form, coupon page, etc.) that is stapled to the calendar pad
M2	Sweepstakes Calendar	\$50.00	Prints sweepstakes rules and consecutive numbering under the calendar pad
M3	3" X 5" Registration Cards for M2 (B&W) 1 side	\$55.00/1000	Prints a registration card and consecutive numbering for Sweepstakes Calendars Priced per thousand with \$55.00 minimum
	Perforating if requested (1 perf)	\$55.00/1000	<b>Shipped in bulk only</b> Call for a quote if insertion with calendars is required.
M4	Calendar Mailing Envelopes (Blank)	\$0.17	Custom made envelopes for tear sheet calendars Calendars are always inserted in these envelopes unless requested otherwise
M5	Printing on M4 (1 side)	\$85.00 Setup \$0.03 each	Prints return address and Postal Patron information on outside of envelope
M6	Clear Door Knob bags	\$0.10 each	Charge only if calendars are inserted Plastic bags sent in bulk are free as a replacement for brown bags

## 2017 Pricing for Specialty Items on Tear Sheet Calendar

ID#	Item	Price	Description
M7	Donation Letter	\$27.00 Setup \$0.05 each	Letter printed in black ink on white bond paper from print ready or digital file. Added as 13th sheet, see M1. Typesetting is extra, if required. Call for a quote if insertion with calendars is requested. <b>Shipped in bulk only</b>
M8	#10 Business Envelope	\$60.00 Setup \$0.045 each	Envelope used for returning donations to your organization - Price includes address in black ink Insert with calendars - Call for a quote <b>Shipped in bulk only</b>
M9	Extra Card Stock Sheet - Coupon/Other (1 side)	\$27 Setup \$0.11 each	Price is for each sheet and does not include typesetting or logo charges. Inserts an extra sheet (coupons, dance ticket, etc.) that is stapled to the calendar pad. Call for quote if requesting perforation.
<b>PAD ITEMS (Monthly Sheets)</b>			
P1	Ads Printed on Pad	\$6.25	Prints ad copy in date block
P2	Black History Pad	\$20.00	Prints a Black Historical Fact on each day
P3	Catholic Pad	\$20.00	Prints names of Catholic Holy Days, Feast Days and a fish overprint on Fridays during Lent
P4	Jewish Pad	\$20.00	Prints the Jewish calendar numbering system and Jewish monthly names next to the identifying month
P5	Fire Safety Tips	\$20.00	Prints a Fire Safety Tip on each day
P6	EMS Tips with logo	\$20.00	Prints a Star of Life logo each month and a First Aid Tip on each day
P7	Crime Prevention Tips	\$20.00	Prints a Crime Prevention Tip on each day
P8	Fire Prevention Pad	\$25.00	Prints an illustration and slogan each month
P9	Change Battery/Clock	\$20.00	Overprint the Change Battery/Change Clock image on March and November
P10	Entire Fire Safety Package	\$50.00	Prints P5, P8, P9 plus shading and wording on Fire Prevention Week in October
P11	Fire Safety Package without Fire Safety Tips	\$30.00	Prints P8 and P9 plus shading and wording on Fire Prevention Week
P12	EMS Package	\$50.00	Prints P6 and P9 plus shading and wording on EMS Week in May
P13	EMS Package without Tips	\$30.00	Prints a Star of Life logo each month, P9 plus shading and wording on EMS Week in May
P14	Overprint	\$5.00/mo	Prints a b/w screen over the entire pad (\$15.00 logo scan charge applies the first year) \$50.00 charge for screen in color
P15	Shading and Wording on Dates	\$5.00	Prints shading and wording on dates. Charge is for each area shaded
P16	Reorder Form or other printing on back of sheets	\$0.03 per month per calendar	Prints on the back of a calendar sheet Print ready or digital file required
P17	Rainbow pad	\$50.00	A different color sheet used each month
P18	Coupons	\$0.40 per calendar	Prints coupons on the back of all 12 month tear sheet calendar pages (In addition, typesetting and logo charges are priced the same as for a single display ad)
P19	Adding a shift schedule	\$350 Setup \$1.35 each	Prints a three color shift schedule on the calendar dates of a Tear Sheet calendar

# Instructions for Your Tear Sheet Order Form

This information page references the order form located on pages 1 and 2 of this booklet and is designed to assist you in the completion of the order form.

Should you have any questions or need further assistance, please contact your area Sales Representative using the information provided on page 8 and 9 of this order booklet. You may also contact our Home Office Toll Free at 1.800/531.1484 or in the Cincinnati area at 248.7600.

**1.** Organization name and contact person information to be placed here.

**1A.** In case you are not available from 8:00 a.m. to 4:30 p.m. EST to answer any questions we may have about your order, please provide us with the name and phone number and email address of a person we can contact for information or to leave a message for you.

**2.** Order Acknowledgement will be sent after your order has been edited. The information in this section is where the order Acknowledgement will be mailed.

**2A.** If you prefer to have your Acknowledgement emailed, provide your information here.

**3.** Fill out the name and address of where you wish your calendars to be shipped. **Please give us a specific street address.** Orders are shipped via UPS unless requested otherwise.

**4A.** As you choose your desired calendar color, we suggest choosing a color that will complement and highlight your color photograph. **If you choose Gold and appointment, the numbers in the date blocks will be changed to black & white appointment style.** The calendar ad portion will use Gold for your ribbon banner.

**4B.** As you choose your calendar numbering style, remember Traditional (large numbers) are printed in the center of each date block. Appointment (small numbers) are printed in the upper right hand corner of each date block.

**5A.** Indicate the starting month of your calendar.

**5B.** If you have any special instructions for us, check the box. Be sure to fill out the Special Instruction Sheet found on page 4 and return to us with your order.

**6.** Determine to whom you want next year's Promotion Kit to be sent and enter this information on line 6. The Promotion Kit will be shipped approximately six months before your next calendar order is due.

**7.** Indicate the number of calendars you need to order. If your organization gives free calendars to advertisers, be sure to add this number to your total. Refer to page 5, "Tear Sheet Price Chart" to determine their cost.

**8.** Indicate the total number of listings (birthdays, anniversaries, and meetings) you wish to have printed.

**9A.** Indicate total number of **Display (Block) Ad spaces.** All Display Ads are printed in black ink unless the use of color is indicated in Section 9C of this order form. Please do not send duplicate copies of ads. Minimum Ad Set-up charge \$75.00.

**9B.** Indicate total number of new Display Ad logos to be created. **List all ads requiring a new logo to be made on Page 4 and return page 4 with your order.** Please submit print-ready copy and instructions or a digital file for each of these ads. Use the pages provided in this order booklet beginning on page 26 or using the advertising modules in EZO.

**9C.** This section refers to the total number of Display Ads requiring Color, which is the use of color ink instead of or in addition to black. Please submit instructions and color choice for each of these ads using the pages provided in this order booklet beginning on page 26. The charge for color is \$15.00 per ad every year the ad is printed in color. **List All Ads using Color on Page 4.**

**10A.** Indicate total number of Directory Ads & Category Headings. All Directory Ads will be printed in black ink unless the use of color is indicated in Section 10B of this order form. Please refer to pages 20 and 21 of this order booklet for further instructions on how to submit Directory Ads. There is space for approximately 270 Directory Ads and Category Headings combined using our standard size type as it appears on page 21 of this order booklet. Of course, more than 270 ads/headings may be accommodated with the use of a smaller size type. You can also use the Directory Ad module in EZO to submit your directory ads.

**10B.** Directory Ads and/or Category Headings can be printed in **COLOR. This fee applies every year the line is printed in a color.** The cost is \$5.00 per ad or category heading. Enter the number of ads or category headings on Line 10B.

**11A.** This section is for customers desiring to use a color photograph, logos or line art and this total should match the total number of calendars ordered on line 7. Please refer to page 5 of this order booklet to determine color photo pricing. Submit your color photo and information with your order.

All Customers - Please refer to page 24 of this order booklet for further instructions and explanations regarding the submission of photographs, line art, logos and emblems. Please check box if using same picture as on your last calendar.

**11B.** This section only applies to customers desiring their photo/line art/logo to be black/white. Please submit the photo/line art/logo with your order.

**11C.** This section only applies to customers desiring to print the exact same black & white photo/line art/logo as last year. **Please check box if using same picture subject as on your last calendar.**

**11D.** Use this section if you want a new or repeat line art/logo/emblem printed in lieu of a photo and in one color other than black. Please use Special Instructions on page 4 of this order booklet and submit your line art/logo/emblem with your order.

**12.** Enter any miscellaneous charges incurred for special printing on your calendar (such as special fire prevention messages). For information and pricing on such items, see pages 10 & 11 or contact your area Sales Representative or the Gordon Bernard Company Home Office at 1-800/531-1484.

**13.** Florida customers only - Please include appropriate taxes.

**14.** Determine your shipping charges by using the charts on Page 7 of this booklet. If your order is for more than 775 calendars, you qualify for a special rate from UPS. Call your Sales Representative or the Gordon Bernard Company Home Office at 1-800/531-1484.

**15.** Mail the check or money order made payable to **Gordon Bernard Co., LLC.**

**Payment must be received  
before your order is processed.**

**16.** Sign and date your order. **Be sure to make a copy of everything you are sending to us at this time for your files.**

**17.** Title Sheet Information is actually located on page 3 of this order booklet and is very important to your order. This provides information as to your ribbon heading, issue number, calendar title, photograph information and organizational copy.

**Be sure to include this form with your calendar order.**

Please mail your complete calendar order to the address listed below, preferably by Priority Mail with tracking.

**GORDON BERNARD CO., LLC**  
22 Whitney Drive  
Milford, Ohio 45150-9781  
Toll Free 1.800.531.1484  
Cincinnati Area 248.7600  
Fax 513.248.7606  
Email: [help@gordonbernard.com](mailto:help@gordonbernard.com)  
[www.gordonbernard.com](http://www.gordonbernard.com)

# Guide to Preparing Advertising Copy

## **New Customers must submit all copy.**

**Display Ads - Follow D and page 15 for instructions. Directory Ads - See page 21 for Instructions.**

## **Repeat Customer Follow A, B, C, D and page 15 for instructions.**

**PLEASE RETURN YOUR CALENDAR BACK AND ONE SET OF ADVERTISING SHEETS WITH YOUR ORDER!**

### **A. IF USING ALL DISPLAY (BLOCK) STYLE ADS**

The calendar back (ad portion) from your last publication SHOULD BE MARKED AND RETURNED ALONG WITH YOUR ORDER. If an advertisement stays EXACTLY the same, nothing needs to be done. We will print it exactly the same as it was last year.

If an ad is to be completely deleted, mark an obvious "X" through that ad on your calendar back. Any ad that is "X'd" through on the calendar, and does not appear on these sheets, we will assume that ad is to be deleted from this year's calendar.

If there is ANY change in an ad (size, text, color, logo), mark an obvious "C" through that ad. Then, on the sheets provided in the back of this ORDER BOOKLET, type the changed advertising copy (the entire ad or the copy that is to be deleted or changed) or ANY NEW ADS (including any logos). See pages 18 & 19 for examples.

Also, unless we are instructed differently, we will place the changed ad in the same location as last year, and any new ads will be placed in available locations. See pages 22 & 23 for examples.

*You can also use the EZO display modules to submit this information.*

### **B. IF USING A COMBINATION OF DISPLAY & DIRECTORY STYLE ADS**

Follow previous instructions on how to submit your DISPLAY ads and follow C below for submitting directory ads.

### **C. HOW TO SUBMIT DIRECTORY STYLE ADVERTISING COPY**

Please submit your directory ads on plain paper or computer print out. See pages 20 & 21 for Setup.

Use the following procedure when submitting your directory ad list: in the DELETED column, note all ads that are to be DELETED ENTIRELY from your calendar this year. Be sure to put the category heading and then the ad that is to be deleted. CROSS OFF deleted ads on your calendar back as shown on page 20. In the CHANGED column, note any ads that were on last year's calendar but are being changed somehow this year. Once again, include the category heading. CIRCLE changed ads on your calendar back as shown on page 20. In the NEW column, note any ads that are being added to this year's calendar (type the entire ad) along with the category heading.

We will assume that any directory ad that is not listed on your typing sheet as either a deletion, new or a change should be printed exactly the same as last year under the same category heading. Please see example on page 20.

*You can also use the EZO Display and Directory Advertising modules to submit this information.*

#### **D. COLOR ADS**

Any part of a Display Ad or any Directory Ad can be printed in COLOR. The charge is \$15.00 per Display Ad, \$5.00 for a directory line or category heading. List ALL Display Ads in color in the appropriate place on page 4.

#### **BUSINESS CARDS**

If you wish to submit a business card instead of typing out the ad copy, please do the following:  
Affix the business card to the ad sheets at the back of this order booklet.

Cross off any unwanted copy. Remember . . . you are permitted approximately three lines of copy for a half-space ad and six lines for a single space ad.

If more than one logo is on a business card, please cross out the logos you don't want.

If using EZO, use **Electronic Transfer:**

- Website upload: click on the FTP button on home page at [www.gordonbernard.com](http://www.gordonbernard.com) and follow the instructions. (preferred method)
- Email: [artwork@gordonbernard.com](mailto:artwork@gordonbernard.com)
- Be sure to identify your group, city and state and account number.

You may choose to mail your cards with your order.

#### **LOGOS, EMBLEMS OR SPECIAL TYPE**

What falls under this category? Basically, anything other than our standard type. (special lettering or artwork, a business's emblem or trademark, etc.)

Please send original (from letterhead, business card, etc.) of the logo or lettering and digital file if available.

Please DO NOT STAPLE, TAPE, GLUE, DRAW OR MARK on the logo itself. Any marks, etc. will show up when the reproduction is made.

New logo scans will cost \$15.00 (the first time it is made). If this is used again in subsequent years, and the logo remains the same, there is no further scan charge for a logo printed in black ink. However, color charges are billed each year.

Please affix the copy on the advertising sheet in this order booklet. BE SURE to check the block authorizing a logo to be scanned. LIST ADS REQUIRING NEW LOGO SCANS ON PAGE 4. If authorization is not given (the block checked) we will assume the ad copy should be set in our standard type only!

If an ad is to be color (any color other than black), please check the appropriate box. There is a \$15.00 charge for each ad printed in color EVERY year the ad is printed. The one-time logo scan charge applies only to the first year we have to scan the logo and assumes no changes to the logo itself. An additional \$15.00 charge will apply if the current logo changes. List ads printed in color on page 4.

If using EZO, use **Electronic Transfer:**

- Website upload: click on the FTP button on home page at [www.gordonbernard.com](http://www.gordonbernard.com) and follow the instructions. (preferred method)
- Email: [artwork@gordonbernard.com](mailto:artwork@gordonbernard.com)
- Be sure to identify your group, city and state and account number.

**For complete balance and the overall appearance of your calendar,  
we ask that Ad placement be left to the judgement of our typesetters.**

# Display Ad Sizes

## Samples and Actual Ad Sizes

1. Half Ad 13/4"x 5/8"
2. Single Ad 13/4"x 1 1/4"
3. Double Ad 3 1/2"x 1 1/4"
4. 4 Space Ad 3 1/2"x 2 1/2"  
or 7"x 1 1/4"
5. 6 Space Ad 11"x 1 1/4"  
(on page 19 not to scale)

**4**



*Joni's Corner  
Flower Shop*

**Weddings are Our Specialty**  
Phone 378-5567  
**Flowers for Every Occasion**  
**Since 1986**  
Joni Henderson – Owner



**PERRY  
HEATING  
& COOLING**

210 S. Broadway  
65281  
JEFF PERRY



**2**

660/388-6431

Refrigeration  
Ice Machines

**3**

**RAMEY'S  
KENWOOD PHARMACY**

Prescription Specialist – Friendly Service  
Cosmetic Specialist  
Phone 378-5567  
Ask About Our Family Record Plan




**PETERSON'S PIZZA PARLOR**  
5389 Ridge Avenue  
Phone 886-9176

**1**



**WILLIAM SCHMIDT  
Agent**  
Phone 383-7552  
4351 Reeves Lane



**ANDERSON FAMILY DINER**

Homecooked Meals Served Daily – Breakfast – Lunch – Dinner  
Phone 378-5567  
Try Our All-You-Can-Eat Sunday Brunch 11am – 1pm  
Susan and Bob Anderson – Owners since 1972

**4**



Please note if you have more than 36 ads, Ad sizes will vary.



# LORENZO Fire Prevention Calendar

OUR 20th ISSUE

<p><b>2</b></p>  <p><b>PEOPLES BANK</b> 416 Harrison - 1st Floor, TX 79343 806/634-5581</p>	<p><b>MEERS PEST SOLUTIONS</b> "PEACE OF MIND" Residential &amp; Commercial Pest Management 806/745-3738 www.meerspest.com</p>	<p><b>3</b></p>  <p><b>South Plains CEMETERY</b> KRISTA L. WOODLOCK, D.D.S., P.C. - Crematory &amp; Family Crematory 1001 Westwood Blvd. Suite 100 - Lorenzo, TX 79343</p>	 <p><b>THE ORIGINAL HAIRDRESSER</b> BRAN ARDOL 806/634-4425 - 806/634-5581 3. mail: amy@originalhairstylist.com theoriginal.com</p>	<p><b>LORENZO SCHOOLS</b> www.k12lorenzo.net <b>GO HORNETS!!!</b></p>
<p><b>ATMOS energy</b> Your natural gas company</p> <p><b>Driscoll Pharmacy</b> 801 Foustage Road Lorenzo, TX 79343 806/892-2561 driscollpharmacy.com</p> <p>Lorenzo District Medical Center www.lorenzodistrict.com</p>	 <p>THANK YOU FOR SUPPORTING OUR COMMUNITY</p>			<p><b>1</b></p> <p><b>FIRST NATIONAL BANK &amp; TRUST CO.</b> Lorenzo, TX 79343 806/745-3172 F.N.B.C.</p> <p><b>WALLACE DEPUIR</b> 806/745-4425 Lorenzo, TX 79343</p> <p><b>Allstate</b> Representing Various Insurances 806/634-5594 HOME - AUTO - LIFE - COMMERCIAL</p> <p><b>REDUCE REUSE RECYCLE</b> Mark of World's Best Waste, 4th Place</p>
<p><b>WESTERN FIRE EXTINGUISHER CO.</b> P.O. Box 898 509 East 1st Street - 100A, TX 79343 806/892-2862</p>	<p><b>Vista Bank</b> 806/634-5521</p>	<p><b>HURST FARM SUPPLY, INC</b> FIVE LOCATIONS TO SERVE YOU 806/477-5617 www.hurstfs.com LORENZO • SLATON • ABERNATHY LUBBOCK • CROSSBYTON</p>	<p><b>THRIFTWAY</b> 102 Foustage Road Lorenzo, TX 79343 806/892-0502 Family Owned &amp; Operated by Steven &amp; Teresa Neff</p>	<p><b>DAN'S SERVICE STATION &amp; MOBILE WASH</b>  Hwy 42-92 in Lorenzo, TX 806/634-0483 Inspections • Oil Changes • Flats &amp; Minor Auto Repairs</p>
<p><b>South Plains Electric Cooperative</b> The National Rural Electric www.SPPEC.coop • 775-7732</p>	<p><b>CROSSBY COUNTY FUEL ASSN.</b> Crosbyton - Lubbock Aubrey - Falls 806/634-5501 www.crosbyfuel.com</p>	<p><b>APPLE COUNTRY ORCHARDS</b> 4 miles east of Slaton on U.S. 85/82 806/892-2961 APPLES • JAMS • CANS • PEAS • BEETS LUNCH BUFFET 11:30 - 2:30 DAILY applecountryorchards.com</p>	<p><b>Apple Valley</b> Nalla - Crosbyton - Lorenzo 415 Harrison Federal Lorenzo, TX 79343 806/634-5551</p>	
<p><b>COWBOY TRIKES &amp; MORE</b> www.cowboytrikes.com 138 U.S. 62/87 Lorenzo, TX 79343 806/634-0477</p>	<p><b>4 ROBERT FLOYD SUE TRUCKING, INC.</b> 103-6th Street - Lorenzo, TX 79343 806/253-2351</p>			<p><b>LORENZO CO-OP GINS, INC.</b> 101 Harrison - Lorenzo, TX 79343 806/634-5551 BLS 1986/02, Mgr.</p>

### TELEPHONE NUMBERS FREQUENTLY CALLED

NAME	PHONE NO.
FIRE	
POLICE	
AMBULANCE	

### FLOWERS AND BIRTHSTONES

MONTH	FLOWERS	BIRTHSTONE
January	Carnation or Snowdrop	Garnet
February	Violet or Primrose	Amethyst
March	Jasmine or Daffodil	Bloodstone
April	Sweet Pea or Daisy	Diamond
May	Lily of the Valley or Hawthorn	Emerald
June	Rose or Honeysuckle	Pearl
July	Larkspur or Water Lily	Ruby
August	Peony or Gladiolus	Sardonyx
September	Aster or Morning Glory	Sapphire
October	Calceolus or Cosmos	Opal
November	Chrysanthemum	Topaz
December	Nardissus or Holly	Turquoise

### WEDDING ANNIVERSARIES

1st year - Cloves	15th year - Watches
2nd year - China	20th year - Platinum
3rd year - Crystal, Glass	25th year - Sterling Silver
4th year - Electrical Appliances	30th year - Diamond
5th year - Silverware	35th year - Jade
6th year - Wood	40th year - Ruby
7th year - Desk Sets, Pen and Pencil Sets	45th year - Sapphire
8th year - Linen, Lace	50th year - Gold
9th year - Leather	55th year - Emerald
10th year - Diamond Jewelry	60th and 75th year - Diamond

### TELEPHONE NUMBERS FREQUENTLY CALLED

NAME	PHONE NO.



The Gordon Bernard Company, founded in 1949, designs and publishes the copyrighted COMMUNITY BIRTHDAY CALENDAR and other calendar fund raising programs. The COMMUNITY BIRTHDAY CALENDAR is sold only by the Gordon Bernard Company and its authorized representatives. The Gordon Bernard Company is a member of the Cincinnati Better Business Bureau, banks with the Fifth Third Bank, Cincinnati, Ohio 45201 and is financially responsible, as is evidenced by a substantial Dun and Bradstreet rating. Located at 22 Whitney Drive, Milford, Ohio 45150-9718. Phone toll free at 1-800/531-1484. Printed in U.S.A.

©GORDON BERNARD COMPANY, LLC 2001  
www.gordonbernard.com E-mail: help@gordonbernard.com

2016 CALENDAR				2017 CALENDAR				2018 CALENDAR				2019 CALENDAR			
JANUARY	FEBRUARY	MARCH	APRIL	JANUARY	FEBRUARY	MARCH	APRIL	JANUARY	FEBRUARY	MARCH	APRIL	JANUARY	FEBRUARY	MARCH	APRIL
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7 8 9 10 11 12	7 8 9 10 11 12	7 8 9 10 11 12	7 8 9 10 11 12	7 8 9 10 11 12	7 8 9 10 11 12	7 8 9 10 11 12	7 8 9 10 11 12	7 8 9 10 11 12	7 8 9 10 11 12	7 8 9 10 11 12	7 8 9 10 11 12	7 8 9 10 11 12	7 8 9 10 11 12	7 8 9 10 11 12	7 8 9 10 11 12
13 14 15 16 17 18	13 14 15 16 17 18	13 14 15 16 17 18	13 14 15 16 17 18	13 14 15 16 17 18	13 14 15 16 17 18	13 14 15 16 17 18	13 14 15 16 17 18	13 14 15 16 17 18	13 14 15 16 17 18	13 14 15 16 17 18	13 14 15 16 17 18	13 14 15 16 17 18	13 14 15 16 17 18	13 14 15 16 17 18	13 14 15 16 17 18
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31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31

**5**



**Overland Fire Equipment**  
800-255-6463 • 314-255-6463 • 314-255-6464 Fax  
254 North Elm Street Lorenzo, TX 79343  
www.overlandfire.com tim@overlandfire.com



**Please submit just one copy of each Ad or use EZO.**

When submitting a business card, cross off any unwanted copy. Remember, you are permitted approximately three lines of copy for a half-space ad and six lines for a single space ad. Refer to back cover for colors.

**No glue, tape, ink or staples ON the logos please.**

**DISPLAY ADVERTISING**

**CHECK CORRECT BOX**

**NEW**  \_\_\_\_\_ JoAnn's 1

**CHANGED**  \_\_\_\_\_ FLOWER SHOP

Half  5 \_\_\_\_\_ Change years of

Single  \_\_\_\_\_ Service to 23 years

Double  \_\_\_\_\_ Add logo in green

Other  \_\_\_\_\_

**New Logo to be scanned**

**Black & White**

**Color**

**Text Color**

**CHECK CORRECT BOX**

**NEW**  \_\_\_\_\_ LIVE OAK 2

**CHANGED**  \_\_\_\_\_ AUTO PARTS

Half  5 \_\_\_\_\_ Change to Single Ad

Single  \_\_\_\_\_ Add Color logo

Double  \_\_\_\_\_ Insert Address

Other  \_\_\_\_\_ 823 Wing Ave.

**New Logo to be scanned**

**Black & White**

**Color**

**Text Color**

**CHECK CORRECT BOX**

**NEW**  \_\_\_\_\_ JERRY MILLER 3

**CHANGED**  \_\_\_\_\_ PRO SHOP

Half  5 \_\_\_\_\_ Insert address

Single  \_\_\_\_\_ 384 Mirror Lane

Double  \_\_\_\_\_ Put entire ad in

Other  \_\_\_\_\_ dark blue

**New Logo to be scanned**

**Black & White**

**Color**

**Text Color**

dark blue

**CHECK CORRECT BOX**

**NEW**  MID-TOWN GROCERY 4

**CHANGED**  \_\_\_\_\_ 665 Godby Ave.

Half  5 \_\_\_\_\_ M-Sat. 7-10 Sun. 12-6

Single  Phone 389-6428

Double  \_\_\_\_\_ Print business name

Other  \_\_\_\_\_ and phone number in red

**New Logo to be scanned**

**Black & White**

**Color**

**Text Color**

red

# For Repeat Customers ONLY

## IMPORTANT:

MARK AND RETURN YOUR CALENDAR AD PORTION WITH YOUR ORDER!!

**KENWOOD**  
OUR 20th ISSUE  
*The Community Birthday Calendar*  
An Adventure in Community Friendship

**1** Emergency 911

**2** JOHNSON'S FLOWER SHOP  
PIZZA PALACE  
FOSS MOTORS INC.

**3** TELEPHONE NUMBERS FREQUENTLY CALLED

**4** TELEPHONE NUMBERS FREQUENTLY CALLED

**5** FOR DELETIONS AND CHANGES IN "DIRECTORY STYLE ADS"

**6** FARMERS AND MERCHANTS BANK  
REST HAVEN MOTOR INN  
SLEEP'S DAIRY QUEEN  
ROCKET REXALL DRUG STORE  
STUNTZ LUMBER CO.

**7** TABOR-CLARK INSURANCE  
WEST BOWL LANES  
RYAN'S, INC.  
AL'S PLUMBING AND HEATING  
THE BANK OF KENWOOD  
BERTSCH AUTO REPAIR

**8** JERRY'S FLOWER SHOP  
ZASKY'S, INC.  
HANSFORD'S FLOWER SHOP  
JOHNSON'S DAIRY QUEEN  
KATHY'S HAIR PLACE

**9** FLOWERS AND BIRTHSTONES  
WEDDING ANNIVERSARIES

**10** GBC FUNDRAISING CALENDARS SINCE 1949

**11** T & C FAMILY RESTAURANT  
LIVE OAK HARDWARE  
NICKY D'S PIZZA & MORE

Sample of Calendar Back Ad Portion denoting new, changed, and deleted ads (Display Style)

Example of how to submit ad copy for changed and new ads is found on Page 18.

Return your most recent calendar advertising back ad portion with deletions indicated by an "X", and changes indicated by a "C" through the ad, along with your new or changed ad copy.

Your advertising copy is now complete.

**NOTE:** When submitting copy please check the appropriate boxes (New or Changed Ad, and Ad size).

FOR DELETIONS AND CHANGES IN "DIRECTORY STYLE ADS"

Please see Page 20 and 21 for directions and examples.

# For Repeat Customers ONLY

**IMPORTANT: FOLLOW THIS TEAR SHEET SAMPLE AND PAGE 14 FOR CHANGED AND DELETED DIRECTORY ADS. RETURN THIS CALENDAR AD PORTION WITH YOUR ORDER.**

**Please note!** Submit directory ads as shown below, OR submit a complete new list.

**Mail us your most recent calendar back ad portion along with your list of deleted, changed and new copy. Your advertising copy is now complete.**

**Sample of Calendar Back with Directory Style Advertising.**

**1**

**2**

**DELETED** Directory Ads should be **CROSSED OFF** on calendar back as shown on sample. Submit your ads as shown.

**CHANGED** Directory Ads should be **CIRCLED** on calendar back as shown on sample. Submit your ads as shown. **DO NOT MARK changed info on the calendar back.**

**NEW** Directory Ads should be submitted with all completed information as shown.

**DELETED** Directory Ads should be **CROSSED OFF** on calendar back as shown on sample. Submit your ads as shown.

**DELETED**

- ACCOUNTANTS**  
Joe Rippe, CPA .....583-6825
- DENTISTS**  
Tim Pohlman, DDS.....587-2580
- GARDEN SUPPLIES**  
Sky Nursery .....586-8201
- JEWELERS**  
Robinson Jewelers.....472-6963

**CHANGED** Directory Ads should be **CIRCLED** on calendar back as shown on sample. Submit your ads as shown.

**DO NOT MARK changed info on the calendar back.**

**CHANGED**

- DRUG STORES**  
Elm Square Pharmacy .....471-5806
- MOVERS**  
Kemps Transfer .....699-3824
- REAL ESTATE**  
Century 21 .....536-8725

(Please underline where changes are being made as in the example shown above.)

**NEW** Directory Ads should be submitted with all completed information as shown.

**NEW**

- GIFT SHOPS**  
Nancy's Gifts .....583-5911
- LUMBER COMPANIES**  
Williams Lumber Co. ....699-2389
- REAL ESTATE**  
Coldwell Banker .....567-1923
- RESTAURANTS**  
Prime n' Wine .....465-2598
- SHOES**  
Kinney Shoes .....325-4537

Red  
Dark Blue

## Sample of How to Setup and Submit Category Headings and Directory Ads

If **color** is to be used, circle the line of advertising copy or category heading and indicate to the right which ink color is to be used. Cost is \$5.00 per line. See sample below.

### ACCOUNTANTS

Evergreen Tax Service .....472-3985  
 Joe Rippe, CPA .....583-6825 ————— Red

### AIR CONDITIONING

Buff Electric .....583-7905  
 Pierce Refrigeration .....583-9077

### BANKS

State Bk. of Richland .....537-6274  
 First Sav. Bank.....465-8200

### DENTISTS

Tim Pohlman, DDS.....587-2580  
 Charles Pope, DDS.....537-8574

### DRUG STORES

Elm Square Pharmacy .....471-6806  
 Westport Pharmacy .....472-3397

### ELECTRIC SERVICES

Ralph's Electric.....646-8814  
 James W. Arwood Elec. ....646-6252

### FUNERAL HOMES

Gordon C. Emerick .....792-7556  
 Crestwood .....646-5312

### FURNITURE STORES

Peter Brough-Maker .....371-1084

### GARDEN SUPPLIES

Hudson Valley Garden .....588-5433  
 Sky Nursery .....586-8201 ————— Green

### GROCERY STORES

Buffalo Mt. Co-op .....472-3674  
 Carlton's Foodland .....465-6806  
 Owen's Clover Farm .....877-3397  
 Kroger's.....465-8615

### INSURANCE COMPANIES

Blake Stainback Ins. ....587-3820 ————— Dark Blue  
 Safe Co. Insurance.....586-2594

### LAW OFFICES

Edwin W. Free, Jr. ....586-4957  
 Gill Roger, Esq.....537-2996

### PHYSICIANS

Dr. James Hawley .....472-0753

### RESTAURANTS

Argentina's Rest.....537-6527  
 The Candlewood .....465-8223  
 Rusty's .....696-2384 ————— Maroon

### WRECKER SERVICE

Jeffrey Body Shop .....646-4291  
 Johnston Wrecker .....646-9522

**Please note!** If possible, when typing your advertising copy, we ask that you keep space between business name and phone numbers to a minimum. Remember, business name and phone number should be limited to approximately 35 characters and spaces.

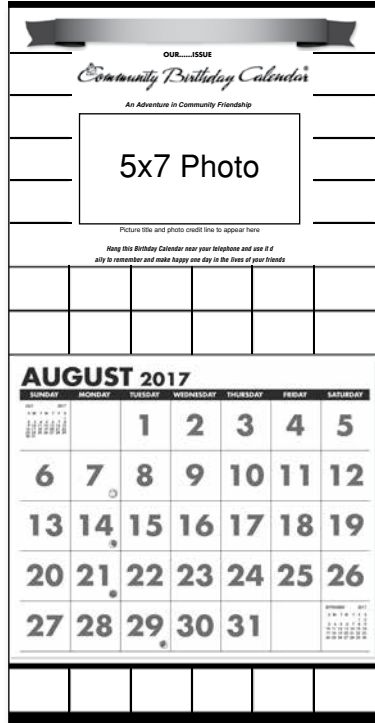
# Sample Tear Sheet Layouts Using Display Advertising

Submit with order only when a specific ad placement is necessary. SEND this layout sheet marked with numbers or letters corresponding with numbers or letters marked next to the ad copy on the ad sheets.

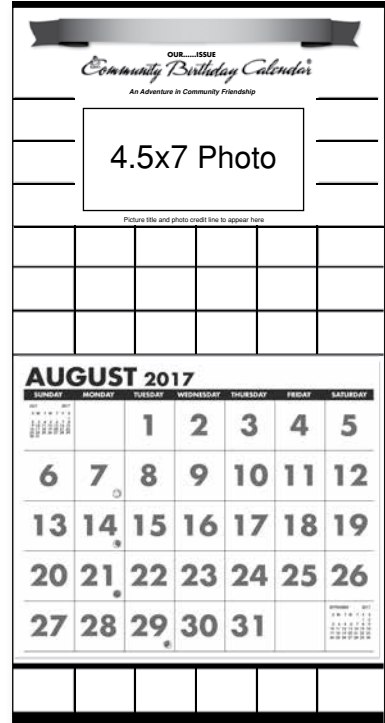
Photo sizes are approximate - size could vary due to the number of ads and text on the calendar.



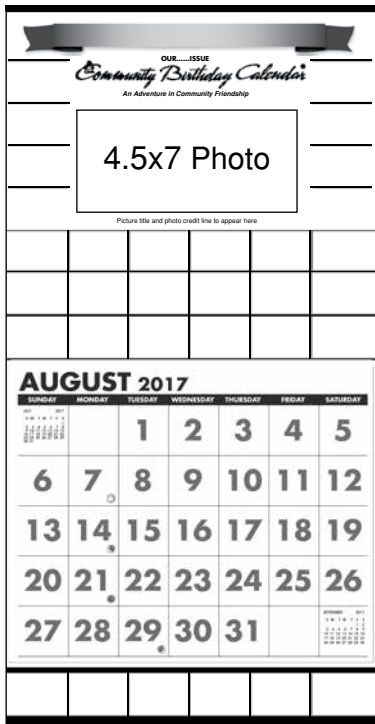
**18 DISPLAY ADS**



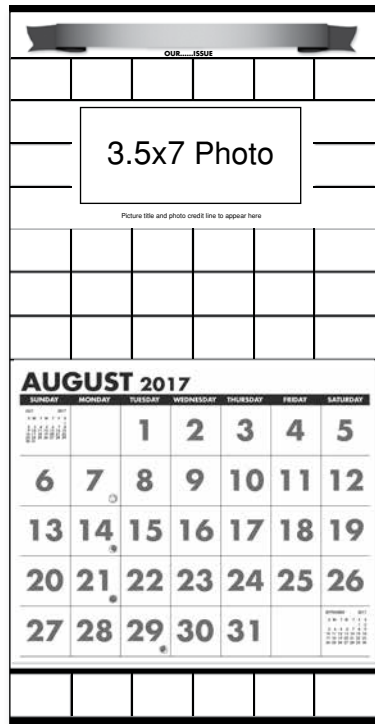
**26 - 28 DISPLAY ADS**



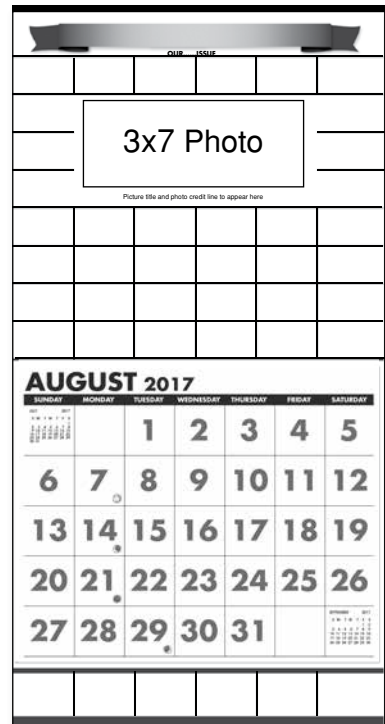
**30 DISPLAY ADS**



**32 DISPLAY ADS**



**36 DISPLAY ADS**



**42 - 44 DISPLAY ADS**

## Sample Tear Sheet Layouts Using Display and/or Directory Advertising

Submit with order only when a specific ad placement is necessary. SEND this layout sheet marked with numbers or letters corresponding with numbers or letters marked next to the ad copy on the ad sheets.  
Photo sizes are approximate - size could vary due to the number of ads and text on the calendar.

**All Directory Advertising**

**6 Display plus Directory Advertising**

**12 Display plus Directory Advertising**

**18 Display plus Directory Advertising**

**24 Display plus Directory Advertising**

**30 Display plus Directory Advertising**

# Photo and Artwork Submission 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 envelope with signature.
- 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 the Special Instructions sheet 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.

*We will always acknowledge an e-mail during the next business day. If you don't receive a reply from us, we probably did not receive your e-mail.*

***Your photo prints will be returned with your calendars. If your shipment includes more than one box, there will be a sticker on the outside of the box that contains your picture materials.***



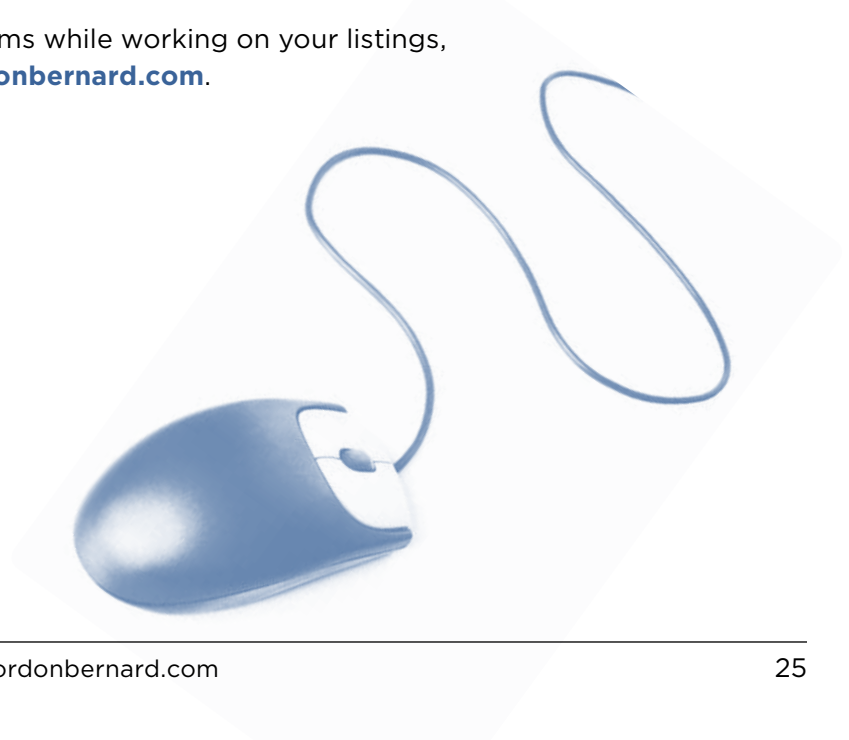
# Preparing Listing Copy

**Listings are the information (such as birthdays, anniversaries, community/school events or meetings) that will appear on the date blocks of your calendar.**

**Please submit your listings using our EZO program at:  
[www.gordonbernard.com/ez](http://www.gordonbernard.com/ez)**

## **Here are some tips for entering your listings:**

- When you set the starting month for your calendar, make sure that you delete the events from last year.
- Do not type your listings in all caps. This makes them very hard to read for both our proofreaders and your customers.
- Type your listings exactly as you want them to appear on the calendar.
- Each listing should be entered separately by selecting the date and listing type. Listings can be associated with a Household and Salesperson if you wish to use these modules for tracking your sales.
- A one-line listing can accommodate approximately 28 characters and/or spaces.
- Our listings editors may rearrange the listings when setting up your calendar. **If you would like your listings to show up in any certain order, you MUST request this on the Special Instructions portion of your order form.**
- If you have questions or problems while working on your listings, please contact: [listings@gordonbernard.com](mailto:listings@gordonbernard.com).



## Please submit just one copy of each Ad or use EZO.

When submitting a business card, cross off any unwanted copy. Remember, you are permitted approximately three lines of copy for a half-space ad and six lines for a single space ad. Refer to back cover for colors.

No glue, tape, ink or staples ON the logos please.

### DISPLAY ADVERTISING

#### CHECK CORRECT BOX

NEW  \_\_\_\_\_

CHANGED  \_\_\_\_\_

Half  \_\_\_\_\_

Single  \_\_\_\_\_

Double  \_\_\_\_\_

Other  \_\_\_\_\_

New Logo to be scanned

Black & White

Color

Text Color

\_\_\_\_\_

#### CHECK CORRECT BOX

NEW  \_\_\_\_\_

CHANGED  \_\_\_\_\_

Half  \_\_\_\_\_

Single  \_\_\_\_\_

Double  \_\_\_\_\_

Other  \_\_\_\_\_

New Logo to be scanned

Black & White

Color

Text Color

\_\_\_\_\_

#### CHECK CORRECT BOX

NEW  \_\_\_\_\_

CHANGED  \_\_\_\_\_

Half  \_\_\_\_\_

Single  \_\_\_\_\_

Double  \_\_\_\_\_

Other  \_\_\_\_\_

New Logo to be scanned

Black & White

Color

Text Color

\_\_\_\_\_

#### CHECK CORRECT BOX

NEW  \_\_\_\_\_

CHANGED  \_\_\_\_\_

Half  \_\_\_\_\_

Single  \_\_\_\_\_

Double  \_\_\_\_\_

Other  \_\_\_\_\_

New Logo to be scanned

Black & White

Color

Text Color

\_\_\_\_\_