

2019 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 _____

Ship Via: UPS _____ Other _____

2A. EMAIL OUR ACKNOWLEDGEMENT TO:

Name _____

E-mail _____

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
7.	Total Number of Calendars (Please refer to Price Chart on Page 5)	_____	_____	_____
8.	Total Number of Listings (Listing consists of not more than 28 characters and spaces)	_____	15¢	_____
9A.	Total Number of Display (Block) Ad Spaces (NOTE: Minimum advertising set-up charge is \$75.00)	_____	\$6.25	_____
9B.	Total Number of New Ad Logos (List advertisers on Page 4)	_____	\$15.00	_____
9C.	Total Number of Color Display Ads (List advertisers on Page 4)	_____	\$15.00	_____
10A.	Total Lines of Directory Ads & Category Headings (NOTE: Minimum advertising set-up charge is \$75.00)	_____	\$1.20	_____
10B.	Total Number of Directory Ads and/or Category Headings printed in Color (List advertisers or category headings on Page 4)	_____	\$5.00	_____
11A.	Total Number of Color Pictures (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"/> Check here if using last year's picture	_____	_____	_____
11B.	New Black & White Picture - (Photo/Line Art/Logo)	_____	\$30.00	_____
11C.	Repeat Black & White Picture - (Photo/Line Art/Logo) <input type="checkbox"/> Check here if using Exactly the Same B&W picture used on your last order	_____	N/C	N/C
11D.	One Color Line Art/Logo (Please indicate color choice and instructions on Special Instructions sheet page 4)	_____	\$15.00	_____
12.	List Specialty Calendar Items/Options (Please refer to Special Items/Options Price Chart on Pages 10 & 11)			
	ID#	Description		
	_____	_____	\$	_____
	_____	_____	\$	_____
	_____	_____	\$	_____
	_____	_____	\$	_____
	_____	_____	\$	_____
		Sub-Total	\$	_____
13.	Florida Customers Only (Please Include Appropriate Taxes)		\$	_____
14.	Shipping Charges (Please refer to Price Chart on Pages 6 & 7) <input type="checkbox"/> Check here if NO Brown Calendar bags, mailing envelopes or plastic door knob bags		\$	_____
		Total Amount of Order	\$	_____
15.	Total Amount Enclosed (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

☐

Same as last year

☐

Community Birthday Calendar

☐

School Activities Calendar

☐

Community Events Calendar

☐

Fire Prevention Calendar

☐

None

☐

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

Notes or Special Instructions

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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2019 Tear Sheet Price Charts

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

Caleendars

QUANTITY	PRICE EACH
100-124	4.34
125-149	4.14
150-174	3.99
175-199	3.88
200-249	3.54
250-299	3.39
300-349	3.24
350-399	3.17
400-449	3.11
450-499	3.01
500-599	2.97
600-699	2.90
700-799	2.72
800-899	2.60
900-999	2.56
1000-1499	2.48
1500-1999	2.37

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	0.55
300-349	0.50
350-399	0.45
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.

2019 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
100	\$40.10	\$28.07	\$48.30	\$33.81	\$48.90	\$34.23	\$62.00	\$43.40
101-125	\$43.40	\$30.38	\$51.70	\$36.19	\$55.50	\$38.85	\$70.40	\$49.28
126-150	\$57.90	\$40.53	\$66.50	\$46.55	\$76.40	\$53.48	\$97.00	\$67.90
151-175	\$60.70	\$42.49	\$70.00	\$49.00	\$82.80	\$57.96	\$105.10	\$73.57
176-200	\$64.20	\$44.94	\$74.10	\$51.87	\$88.60	\$62.02	\$114.00	\$79.80
201-225	\$66.60	\$46.62	\$78.40	\$54.88	\$93.80	\$65.66	\$121.80	\$85.26
226-250	\$69.80	\$48.86	\$83.10	\$58.17	\$100.60	\$70.42	\$129.80	\$90.86
251-275	\$94.00	\$65.80	\$109.30	\$76.51	\$128.00	\$89.60	\$165.60	\$115.92
276-300	\$95.40	\$66.78	\$111.20	\$77.84	\$130.60	\$91.42	\$169.20	\$118.44
301-325	\$98.50	\$68.95	\$116.30	\$81.41	\$137.60	\$96.32	\$177.50	\$124.25
326-350	\$101.10	\$70.77	\$120.20	\$84.14	\$143.70	\$100.59	\$185.30	\$129.71
351-375	\$103.80	\$72.66	\$125.00	\$87.50	\$149.20	\$104.44	\$193.70	\$135.59
376-400	\$127.80	\$89.46	\$148.70	\$104.09	\$174.60	\$122.22	\$225.40	\$157.78
401-425	\$130.60	\$91.42	\$153.00	\$107.10	\$180.60	\$126.42	\$233.60	\$163.52
426-450	\$132.60	\$92.82	\$157.20	\$110.04	\$186.50	\$130.55	\$241.80	\$169.26
451-475	\$136.30	\$95.41	\$161.90	\$113.33	\$192.70	\$134.89	\$249.90	\$174.93
476-500	\$138.60	\$97.02	\$165.90	\$116.13	\$199.20	\$139.44	\$258.00	\$180.60
501-525	\$161.20	\$112.84	\$188.90	\$132.23	\$223.30	\$156.31	\$288.10	\$201.67
526-550	\$165.90	\$116.13	\$194.00	\$135.80	\$230.40	\$161.28	\$298.20	\$208.74
551-575	\$167.80	\$117.46	\$198.80	\$139.16	\$236.60	\$165.62	\$306.40	\$214.48
576-600	\$170.00	\$119.00	\$202.90	\$142.03	\$241.80	\$169.26	\$314.50	\$220.15
601-625	\$172.80	\$120.96	\$207.80	\$145.46	\$248.40	\$173.88	\$323.20	\$226.24
626-650	\$190.20	\$133.14	\$226.00	\$158.20	\$270.10	\$189.07	\$349.00	\$244.30
651-675	\$198.10	\$138.67	\$235.70	\$164.99	\$279.50	\$195.65	\$363.00	\$254.10
676-700	\$201.30	\$140.91	\$239.70	\$167.79	\$286.10	\$200.27	\$371.10	\$259.77
701-725	\$203.70	\$142.59	\$244.90	\$171.43	\$292.40	\$204.68	\$379.70	\$265.79
726-750	\$207.30	\$145.11	\$249.20	\$174.44	\$297.60	\$208.32	\$387.00	\$270.90
751-775	\$209.60	\$146.72	\$253.90	\$177.73	\$302.40	\$211.68	\$395.20	\$276.64

Sales Representative for your State

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

TRACY MARINO

22 Whitney Drive
Milford, OH 45150
800.531.1484
513.248.7606 Fax
tmarino@gordonbernard.com

AL, GA, ID, IN, ME, MS, NE, NH, SC

CHIA (KIA) MENCHEN

22 Whitney Drive
Milford, OH 45150
800.531.1484
513.248.7606 Fax
cmenchen@gordonbernard.com

KY, MI, OH, TN

KARYL MENCHEN

22 Whitney Drive
Milford, OH 45150
800.531.1484 ext. 121
513.248.7606 Fax
kmenchen@gordonbernard.com

AZ, CA, MT, NC, NV, PA, UT, VA, WV, WY

ADAM MITCHELL

22 Whitney Drive
Milford, OH 45150
800.531.1484 ext. 104
513.248.7606 Fax
amitchell@gordonbernard.com

AR, DC, IL, KS, LA, MO, NM, OK, TX, VT

RICK PETERSON

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

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

2019 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 \$0.20 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	\$25.00	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	\$0.25 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	\$80.00 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 \$0.07 per sheet per calendar	Setup price is for each 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	\$65.00/1000	Prints a registration card and consecutive numbering for Sweepstakes Calendars Priced per thousand with \$55.00 minimum
	Perforating if requested (1 perf)	\$60.00/1000	Shipped in bulk only Call for a quote if insertion with calendars is required.
M4	Calendar Mailing Envelopes (Blank)	\$0.18	Custom made envelopes for tear sheet calendars Calendars are always inserted in these envelopes unless requested otherwise
M5	Printing on M4 (1 side)	\$90.00 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

2019 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. Shipped in bulk only
M8	#10 Business Envelope	\$65.00 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 Shipped in bulk only
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.
PAD ITEMS (Monthly Sheets)			
P1	Ads Printed on Pad	\$6.50	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	\$0.037 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	\$0.45 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
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 and follow the instructions. (preferred method)
- Email: 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 and follow the instructions. (preferred method)
- Email: 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



Refrigeration
Ice Machines

2

660/388-6431

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

2

PEOPLES BANK
416 Harrison - Lorenzo, TX 79343
806/634-5584

MEERS PEST SOLUTIONS
"PEACE OF MIND"
Residential & Commercial
Pest Management
806/745-3738
www.meerspestsolutions.com

3

South Beach DENTISTRY
KRISTA L. WOODLOCK, D.D.S., P.C. - Cosmetic & Family Dentistry
757/427-9449 • Fax 757/303-7542
5611 Shepherd Road, Suite 110 • Lorenzo, TX 79343

McDougal REALTORS
BRIAN AYCOCK
806/793-0703 • 806/778-5595
E-mail: bmaycock@att.net
mcdougal.com

LORENZO SCHOOLS
www.Golorenzo.com
GO HORNETS!!!

ATMOS energy.
Your natural gas company

Driscoll Pharmacy
816 Frontage Road
Idaho, TX 79329
806/892-2561
driscollpharmacy.com

Lorenzo United Methodist Church
www.lorenzoumc.net

WESTERN FIRE EXTINGUISHER CO.
P.O. Box 894
300 East 1st Street - Idaho, TX 79329
806/892-2862

Vista Bank
806/634-5521

HURST FARM SUPPLY, INC.
FIVE LOCATIONS TO SERVE YOU
800/477-5617 www.hurstfs.com
LORENZO • SLATON • ABERNATHY
LUBBOCK • CROSBYTON

THRIFTWAY
902 Frontage Road
Idaho, TX 79329
806/892-2503
Family Owned & Operated
by Shanon & Teresa Heit

DAN'S SERVICE STATION & MOBILE WASH
 Hwy. 62/82 in Lorenzo, TX
806/634-0483
Inspections • Oil Changes • Flats
& Minor Auto Repairs

APPLE COUNTRY ORCHARDS
4 miles east of Idaho on U.S. 62/82
800/860-2961
APPLES • JAMS • CAKES • PIES • GIFTS
LUNCH BUFFET 11:30 - 2:00 DAILY
applecountryorchards.com

Home Personal Home
Ralls - Crosbyton - Lorenzo
415 Harrison Avenue
Lorenzo, TX 79343
806/634-5551

COWBOY TRIKES & MORE
www.cowboytrikes.com
230 U.S. 62/82
Lorenzo, TX 79343
806/634-0477

ROBERT FLOYD SUE TRUCKING, INC.
103-6th Street - Lorenzo, TX 79343
806/253-2351

LORENZO CO-OP GINS, INC.
501 Harrison - Lorenzo, TX 79343
806/634-5581
BILL L. SHIELDS, Mgr.

TELEPHONE NUMBERS FREQUENTLY CALLED

NAME PHONE NO.

FIRE

POLICE

AMBULANCE

FLOWERS AND BIRTHSTONES

MONTH	FLOWERS	BIRTHSTONE
January	Camellia or Snowdrop	Garnet
February	Violet or Primrose	Amethyst
March	Jonquil 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	Poppy or Gladiolus	Sardonyx
September	Aster or Morning Glory	Sapphire
October	Calendula or Cosmos	Opal
November	Chrysanthemum	Topaz
December	Narcissus or Holly	Turquoise

WEDDING ANNIVERSARIES

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

TELEPHONE NUMBERS FREQUENTLY CALLED

NAME PHONE NO.

GBC FUNDRAISING CALENDARS
SINCE 1949

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, backs 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 45150-0781. 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

2018	CALENDAR	2018	CALENDAR	2019	CALENDAR	2019	CALENDAR	2020	CALENDAR	2020	CALENDAR
JANUARY S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	FEBRUARY S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	MARCH S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	APRIL S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	JANUARY S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	FEBRUARY S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	MARCH S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	APRIL S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	JANUARY S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	FEBRUARY S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	MARCH S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	APRIL S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

Account # 99999

Order # 99-99999

5

Overland Fire Equipment
800-255-6463 • 314-255-6463 • 314-255-6464 Fax
254 North Elm Street
www.overlandfire.com

Lorenzo, TX 79343
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 ☐ 5 _____ 665 Godby Ave.

Half ☐ _____ 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: 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.

PLEASANT RIDGE
OUR 20th ISSUE
Community Birthday Calendar®
An Adventure in Community Friendship



Picture Compliments of A1 Building Supplies

1

ACCOUNTANTS
Joe Rippe, CPA583-6825

AIR CONDITIONING
Karl Continental, Inc.876-0577

AUTO DEALERS
Tharp Enterprises/NAPA345-2605
Yuma Auto Supply848-5418

BANKS
1st National Bank of Akron345-2628

BARBERS/BEAUTY SALONS
Akron Beauty Shoppe345-8839
Gene's Barber Shop345-4444
Wanda's Beauty Shop383-2485

CHURCHES
Assembly of God (Cape)357-4251
Bethel Union383-2387
Cape Community357-4552
Our Savior Lutheran383-2383

CHURCHES (continued)
St. Joseph's Catholic345-0996
Sunnydale Evang. Free383-2238
Yuma United Methodist848-2224

DELICATESSEN
Mario's Deli892-9102

DEPARTMENT STORES
Rina Department Store849-3278

DRUG STORES
Elm Square Pharmacy471-5806

DRY CLEANERS
Century Cleaners397-3909

ELEVATORS
Hall Grain Company345-2206

FARM SUPPLIES
Farmer's Implement848-2857
Farm Power & E848-5922

FLORAL SHOPS
Prairie Garden Floral and Gift848-5506

FURNITURE AND/OR FLOORING
Allen's Carpet & Furniture345-2395
Warehouse Deals848-0204

GARDEN SUPPLIES
Sky Nursery586-8201

GRAIN FEED
Cargill (Cape)357-4201

GREETING CARDS
The American Gift848-5925

GROCERY STORES
Mastini's, Inc.848-2110
Odell's Supermarket345-2022

HAY CONDITIONER
Forso Products383-2438

HOME IMPROVEMENT
Yuma Home Improvement848-5357

INSURANCE
Farm Bureau Ins.345-2275
Windsor & Windsor Union345-2310

JEWELERS
Jay Fleming Jewelry848-5925
Robinson Jewelers472-6963

LAWN MOWERS
Lawn & Garden Care848-5925

LUMBER YARDS
Otis-Alton Lumber345-2723
Silo, Inc. (Otis)246-3461

MOVERS
Ridge Transfer699-3824

OFFICE SUPPLIES
Office Depot930-1034

PAPER
Ridge Paper Co.829-8298

PEST CONTROL
Morris Exterminators829-9929

TELEPHONE NUMBERS FREQUENTLY CALLED

MONTH
January
February
March
April
May
June
July
August
September
October
November
December

FLOWERS AND BIRTHSTONES
January - Carnation or Snowdrops
February - Violet or Primrose
March - Daffodil or Tulip
April - Sweet Pea or Daisy
May - Lily of the Valley or Hawthorn
June - Rose or Honeysuckle
July - Poppy or Gladiolus
August - Aster or Morning Glory
September - Geranium or Carnation
October - Chrysanthemum
November - Narcissus or Holly
December - Poinsettia

BIRTHSTONES
January - Garnet
February - Amethyst
March - Bloodstone
April - Diamond
May - Emerald
June - Pearl
July - Ruby
August - Sardonyx
September - Sapphire
October - Opal
November - Topaz
December - Turquoise

WEDDING ANNIVERSARIES
1st year - Paper
2nd year - Cotton
3rd year - Crystal Glass
4th year - Electrical Appliances
5th year - Flowers
6th year - Wood
7th year - Cookware, Pot and Pans
8th year - Linen
9th year - Leather
10th year - Diamond Jewelry

15th year - Watches
20th year - Platinum
25th year - Silver
30th year - Diamond
35th year - Jade
40th year - Ruby
45th year - Sapphire
50th year - Gold
55th year - Emerald
60th and 70th year - Diamond

TELEPHONE NUMBERS FREQUENTLY CALLED

PHARMACIES
D & S Pharmacy848-5487

PIZZA
Harty's Pizzeria848-5471

REAL ESTATE
Century 21869-8773

RESTAURANTS
Bradley's Fine Dining848-5159
Branding Iron Cafe345-2842
Harty's Pizzeria848-5471

ROLLER SKATING
Ridge Roller Rink839-2983

SERVICE STATIONS
Akron Coop383-2411
Isom-Oil Co.345-6332
Shell Station345-6326
Wells Oil Co.246-3251

TELEPHONE COMPANIES
Plains Coop. Telephone358-4200

VIDEO RENTALS
House of Movies345-6272

WELLS
Rob's Well Service357-4233

WRECKER SERVICE
Rena's Towing472-2504

2

THE GORDON BERNARD COMPANY, INC. 2001
www.gordonbernard.com

2018 CALENDAR
2019 CALENDAR
2020 CALENDAR

PHARMACIES
D & S Pharmacy848-5487

PIZZA
Harty's Pizzeria848-5471

REAL ESTATE
Century 21869-8773

RESTAURANTS
Bradley's Fine Dining848-5159
Branding Iron Cafe345-2842
Harty's Pizzeria848-5471

ROLLER SKATING
Ridge Roller Rink839-2983

SERVICE STATIONS
Akron Coop383-2411
Isom-Oil Co.345-6332
Shell Station345-6326
Wells Oil Co.246-3251

TELEPHONE COMPANIES
Plains Coop. Telephone358-4200

VIDEO RENTALS
House of Movies345-6272

WELLS
Rob's Well Service357-4233

WRECKER SERVICE
Rena's Towing472-2504

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

DELETED

ACCOUNTANTS
Joe Rippe, CPA583-6825

DENTISTS
Tim Pohlman, DDS587-2580

GARDEN SUPPLIES
Sky Nursery586-8201

JEWELERS
Robinson Jewelers472-6963

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 Pharmacy471-5806

MOVERS
Kemps Transfer699-3824

REAL ESTATE
Century 21536-8725

(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 Gifts583-5911

LUMBER COMPANIES
Williams Lumber Co.699-2389

REAL ESTATE
Coldwell Banker567-1923

RESTAURANTS
Prime n' Wine465-2598

SHOES
Kinney Shoes325-4537

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 Service472-3985
 Joe Rippe, CPA583-6825

Red

AIR CONDITIONING

Buff Electric583-7905
 Pierce Refrigeration583-9077

BANKS

State Bk. of Richland537-6274
 First Sav. Bank.....465-8200

DENTISTS

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

DRUG STORES

Elm Square Pharmacy471-6806
 Westport Pharmacy472-3397

ELECTRIC SERVICES

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

FUNERAL HOMES

Gordon C. Emerick792-7556
 Crestwood646-5312

FURNITURE STORES

Peter Brough-Maker371-1084

GARDEN SUPPLIES

Hudson Valley Garden.....588-5433
 Sky Nursery586-8201

Green

GROCERY STORES

Buffalo Mt. Co-op472-3674
 Carlton's Foodland.....465-6806
 Owen's Clover Farm877-3397
 Kroger's.....465-8615

INSURANCE COMPANIES

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

Dark Blue

LAW OFFICES

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

PHYSICIANS

Dr. James Hawley472-0753

RESTAURANTS

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

Maroon

WRECKER SERVICE

Jeffrey Body Shop646-4291
 Johnston Wrecker646-9522

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.

OUR.....ISSUE

Community Birthday Calendar

An Adventure in Community Friendship

Organizational copy to be placed here

5x7 Photo

Organizational copy to be placed here

Picture title and photo credit line to appear here

Hang this Birthday Calendar near your telephone and use it daily to remember and make happy one day in the lives of your friends

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

18 DISPLAY ADS

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26 - 28 DISPLAY ADS

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30 DISPLAY ADS

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32 DISPLAY ADS

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36 DISPLAY ADS

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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.

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Directory Advertising

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Directory Advertising

All Directory Advertising

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Directory Advertising

6 Display plus Directory Advertising

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Directory Advertising

12 Display plus Directory Advertising

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18 Display plus Directory Advertising

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24 Display plus Directory Advertising

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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 and follow instructions (preferred method). Or click on File upload when logged into EZO
- Email: 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
- 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

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.



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

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