

# 10 REASONS

**TO ADD CALENDARS TO YOUR MARKETING MIX**

- 1 VISUAL APPEAL FOR YOUR BRAND
- 2 COMMAND OF WALL OR DESK SPACE
- 3 CONTROLLED, TARGETED DISTRIBUTION
- 4 REMARKABLE COST-EFFECTIVENESS
- 5 CREATIVE DESIGN TO FIT YOUR BRAND
- 6 YEAR-LONG HIGH-FREQUENCY VISIBILITY
- 7 HIGH PERCEIVED VALUE FOR GIFT GIVING
- 8 USEFUL FOR PERSONAL RECORD KEEPING
- 9 BUSINESS PEOPLE USE AN AVERAGE OF 2.5 CALENDARS
- 10 VERSATILE STYLES, COLORS, FORMATS AND DESIGNS

