



### WHY PROMOTE CALENDARS?

- In difficult economic times, a calendar gives you “more bang” for your advertising dollar, less than a penny a day.
- Every day of the year, your company name and products/services appear in front of your customers in a useful, attractive medium.
- On average, a person looks at a planner or calendar:
  - 12 times a day
  - 84 times a week
  - 4,380 per year
- 85% of customers purchase products or services from the advertiser who supplied them with a planner.
- 94% of all business people can recall the advertising message on their planners.
- “Guaranteed” repeat business

### WHY HOUSE OF DOOLITTLE PRODUCTS?

- All products are made in the USA
- All paper contains 100% post consumer fiber and is FSC and SFI Certified, and 100% Process Chlorine Free Certified
- Products ship from the Midwest, centrally located reducing freight costs
- *Proven supplier, more than 91 years in business, 21 years providing recycled products.*
- *Experienced* Customer Service Staff and Graphic Arts Department
- *Free* PDF proofs
- *Free* PMS ink matching
- Offering a *full range* of desk pads, planners and wall calendars
- Now offering *digital technology* for total customization and low minimums
- LOW minimum quantities, competitively priced