

# Pictorial Calendar Order Form

This sheet must be completed and returned with your order or 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 \_\_\_\_\_

ALL pictorial calendars with COLOR pictures will be printed with the **BLACK APPOINTMENT STYLE NUMBERING**.

**4A. COLOR PICTURES**  YES  NO ( If no, complete 4B.)

**4B. BLACK & WHITE PICTURES**  YES

**MUST CIRCLE THE NUMBERING STYLE:**

TRADITIONAL (Large Numbers) APPOINTMENT (Small Numbers)

**MUST CIRCLE THE COLOR OF NUMBERS DESIRED:**

Red Light Blue Dark Blue Green  
Purple Maroon Orange Gold  
Traditional Only

**4C. CIRCLE PAPER CHOICE: MATTE IVORY GLOSSY**

**4D. CIRCLE THE SIZE OF CALENDAR YOU ARE ORDERING: 11"X 17" 11" X 20"**

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

**5B. ARE YOU ENCLOSING SPECIAL INSTRUCTION SHEET?** (Located on Page 29)  YES  NO

**6. PLEASE SEND NEXT YEAR'S PROMOTION KIT TO:** (Street Address ONLY-No P.O. Box Please. 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 ( ) \_\_\_\_\_

**PLEASE HELP US SAVE A TREE!!!** The items listed below will be included in your Kit unless indicated here:

Check if you don't want these sent

Advertising Contract Pads

Mini Order Sheets

**7. Total Number of Calendars** (Please refer to Price Chart on Page 19 and check choices below)  
 Calendar Pictures  Color  Black & White  
 Calendar Paper  Matte  Ivory  Glossy

**8. Total Number of Listings** (Listing consists of not more than 28 characters and spaces)

**9A. Total Number of Advertisers**

**9B. Total Number of New Ad Logos** (List advertisers on Page 29)

**9C. Total Number of Color Display Ads** (List advertisers on Page 29)

**10A. Total Lines of Directory Ads & Category Headings**

**10B. Total Number of Directory Ads and/or Category Headings printed in Color**

**11A. Indicate Black & White or Color Picture for the cover and each month**

	B&W	Color	Number of EXTRA pictures	\$10.00 each	Total
Outside Front Cover	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above January	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above February	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above March	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above April	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above May	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above June	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above July	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above August	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above September	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above October	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above November	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above December	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____

**11B. Other Pictures**

Back of Last Month	<input type="checkbox"/>	<input type="checkbox"/>	_____	\$10.00 each	_____
Inside Back Cover	<input type="checkbox"/>	<input type="checkbox"/>	_____	\$10.00 each	_____
Outside Back Cover	<input type="checkbox"/>	<input type="checkbox"/>	_____	\$10.00 each	_____

**12. List Specialty Calendar Items/Options** (Please refer to Special Items/Options Price Chart on Pages 15-18)

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

**13. Florida Customers Only** (Please Include Appropriate Taxes) \$ \_\_\_\_\_

**14. Shipping Charges** (Please refer to Price Chart on Pages 20 & 21) \$ \_\_\_\_\_

**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

# Pictorial Calendar Order Form

## THIS IS A COPY FOR YOUR FILES.

**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 \_\_\_\_\_

ALL pictorial calendars with COLOR pictures will be printed with the **BLACK APPOINTMENT STYLE NUMBERING**.

**4A. COLOR PICTURES**  YES  NO ( If no, complete 4B.)

**4B. BLACK & WHITE PICTURES**  YES

**MUST CIRCLE THE NUMBERING STYLE:**

TRADITIONAL (Large Numbers) APPOINTMENT (Small Numbers)

**MUST CIRCLE THE COLOR OF NUMBERS DESIRED:**

Red Light Blue Dark Blue Green  
Purple Maroon Orange Gold  
Traditional Only

**4C. CIRCLE PAPER CHOICE: MATTE IVORY GLOSSY**

**4D. CIRCLE THE SIZE OF CALENDAR YOU ARE ORDERING: 11"X 17" 11" X 20"**

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

**5B. ARE YOU ENCLOSING SPECIAL INSTRUCTION SHEET?** (Located on Page 29)  YES  NO

**6. PLEASE SEND NEXT YEAR'S PROMOTION KIT TO:** (Street Address ONLY-No P.O. Box Please. 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 ( ) \_\_\_\_\_

**PLEASE HELP US SAVE A TREE!!!** The items listed below will be included in your Kit unless indicated here:

Check if you don't want these sent

Advertising Contract Pads

Mini Order Sheets

**7. Total Number of Calendars** (Please refer to Price Chart on Page 19 and check choices below)  
 Calendar Pictures  Color  Black & White  
 Calendar Paper  Matte  Ivory  Glossy

Quantity \_\_\_\_\_ Price Each \_\_\_\_\_ Total \_\_\_\_\_

**8. Total Number of Listings**  
 (Listing consists of not more than 28 characters and spaces)

\_\_\_\_\_ 15¢ \_\_\_\_\_

**9A. Total Number of Advertisers**

\_\_\_\_\_ \$ 6.25 \_\_\_\_\_

**9B. Total Number of New Ad Logos** (List advertisers on Page 29)

\_\_\_\_\_ \$15.00 \_\_\_\_\_

**9C. Total Number of Color Display Ads** (List advertisers on Page 29)

\_\_\_\_\_ \$15.00 \_\_\_\_\_

**10A. Total Lines of Directory Ads & Category Headings**

\_\_\_\_\_ \$1.20 \_\_\_\_\_

**10B. Total Number of Directory Ads and/or Category Headings printed in Color**

\_\_\_\_\_ \$5.00 \_\_\_\_\_

**11A. Indicate Black & White or Color Picture for the cover and each month**

	B&W	Color	Number of EXTRA pictures	\$10.00 each	Total
Outside Front Cover	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above January	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above February	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above March	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above April	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above May	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above June	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above July	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above August	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above September	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above October	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above November	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____
Area above December	<input type="checkbox"/>	<input type="checkbox"/>	_____	_____	_____

**11B. Other Pictures**

Back of Last Month	<input type="checkbox"/>	<input type="checkbox"/>	_____	\$10.00 each	_____
Inside Back Cover	<input type="checkbox"/>	<input type="checkbox"/>	_____	\$10.00 each	_____
Outside Back Cover	<input type="checkbox"/>	<input type="checkbox"/>	_____	\$10.00 each	_____

**12. List Specialty Calendar Items/Options** (Please refer to Special Items/Options Price Chart on Pages 15-18)

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

**13. Florida Customers Only** (Please Include Appropriate Taxes) \$ \_\_\_\_\_

**14. Shipping Charges** (Please refer to Price Chart on Pages 20 & 21) \$ \_\_\_\_\_

**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

# Pictorial Title Sheet

This sheet must be completed and returned with your order or use the EZO program.



**Print Heading Here as you Wish it to appear on each calendar month.  
PLEASE WRITE "SAME AS LAST YEAR" if the heading is to be printed the same  
as on last year's calendar publication.**

## Calendar Title on Front Cover

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Print title or heading using

- Black
- Color
- Print Ready Copy submitted

List Color choice

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**Refer to the  
Monthly Pictorial  
Envelopes provided  
in your Kit to  
submit your picture  
information for each  
month.**

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.

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# 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 or use 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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<hr/>	<hr/>

## 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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# Pricing for Specialty Items on Pictorial Calendar

## CALENDAR BACK ITEMS (Advertising Portion of Calendar)

ID#	Item	Price	Description
B1	Map or text on inside back cover	\$20.00	Prints a map or text on inside back cover Print ready or digital file required
B2	Map or text on outside back cover	\$20.00	Prints a map or text on the outside back cover 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 row of ads	\$20.00	Submit copy for typesetting
B5	Names under picture	\$0.20 each	Prints the names of people in the calendar picture
B6	Copy inside back cover	\$0.30 per line	Charge for typesetting on inside back cover 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 on inside back cover
B9	Thumbnail Pictures	\$25.00	Prints a thumbnail composite of all months on outside back cover

## PHOTOGRAPH ITEMS

ID#	Item	Price	Description
F1	Manual Photo tipping*		*not available on Pictorial calendars
F2	Typesetting in place of photo	\$30.00	Prints customer supplied copy in photo area
F3	Collage/ Retouch photograph	\$60.00 per hour	Charge for creating a collage from customer supplied photos or editing photo content Minimum charge is \$30.00
F4	Additional pictures* – main picture subject		*Use order form page 26 11A for additional pictures
F5	Date block pictures	\$2.50 each	Prints pictures in the date blocks of the calendar

## Pricing for Specialty Items on Pictorial Calendar

### MISCELLANEOUS ITEMS

ID#	Item	Price	Description
M1	Extra Sheet		Price is for each sheet and does not include typesetting. Price includes one extra sheet, each sheet yields four sides which can be used for two months.
	M1a 100-499 calendars	\$100.00	
	M1b 500-999 calendars	\$170.00	
	M1c Over 1000 calendars	Call for quote	
M2	Sweepstakes Calendar	\$50.00	Prints sweepstakes rules and consecutive numbering on inside back cover
M3	3" X 5" Registration Cards for M2	\$45.00/1000	Prints a registration card and consecutive numbering for Sweepstakes Calendars Priced per thousand with \$45.00 minimum Perforating charge is \$50.00 per thousand <b>SENT IN BULK</b> - Call for a quote if insertion with calendars is required.
M4	Calendar Mailing Envelopes		Custom made envelopes for pictorial calendars Calendars are always inserted in these envelopes unless requested otherwise
	M4a Envelopes for Large pictorials (10" x 11" Folded)	\$0.17	
	M4b Envelopes for Small pictorials (8.5" x 11" Folded)	\$0.12	
M5	Printing on M4		Prints return address and Postal Patron information on outside of envelope
	M5a 100-199	\$74.20	
	M5b 200-224	\$76.93	
	M5c 225-324	\$77.62	
	M5d 325-424	\$80.35	
	M5e 425-524	\$83.08	
	M5f 525-624	\$85.81	
	M6g 625-699	\$88.55	
	M6h 700-774	\$90.59	
	M5i 775-849	\$92.64	
	M5j 850-924	\$94.69	
	M5k 925-1024	\$96.74	
	M6l 1025-1250	\$99.47	
	M5m Over 1250	Call for quote	
M6	Clear Door Knob bags	\$0.10 each	Plastic bags sent in bulk



## Pricing for Specialty Items on Pictorial Calendar

### MISCELLANEOUS ITEMS cont'd

ID#	Item	Price	Description
M7	Donation Letter		Letter printed in black ink on white bond paper from print ready or digital file
M7a	100-199	\$11.30	Insert with calendars - Call for quote
M7b	200-299	\$15.88	Typesetting, if required, is extra
M7c	300-399	\$19.85	<b>Shipped in bulk only</b>
M7d	400-499	\$23.89	
M7e	500-599	\$27.53	
M7f	600-699	\$31.86	
M7g	700-799	\$36.15	
M7h	800-899	\$40.41	
M7i	900-999	\$44.62	
M7j	1000-1099	\$48.79	
M7k	Over 1100	Call for quote	
M8	#10 Business Envelope		Envelope used for returning donations to your organization - Price includes address in black ink
M8a	100-199	\$58.15	Insert with calendars - Call for quote
M8b	200-299	\$60.47	<b>Shipped in bulk only</b>
M8c	300-399	\$65.04	
M8d	400-499	\$69.60	
M8e	500-599	\$74.17	
M8f	600-699	\$78.74	
M8g	700-799	\$83.80	
M8h	800-899	\$87.87	
M8i	900-999	\$94.22	
M8j	1000-1099	\$97.00	
M8k	Over 1100	Call for quote	
<b>PAD ITEMS (Monthly Sheets)</b>			
ID#	Item	Price	Description
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 our traditional calendar
P5	Fire Safety Tips	\$20.00	Prints a Fire Safety Tip on each day
P6	First Aid/EMS Tips	\$20.00	Prints 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

## Pricing for Specialty Items on Pictorial Calendar

### PAD ITEMS (Monthly Sheets) cont'd

ID#	Item	Price	Description
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, P8, and P9 plus shading and wording on EMS Week in May
P13	EMS Package without First Aid/EMS Tips	\$30.00	Prints P8 and 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	\$30.00	Prints on the back of the last calendar page or inside back cover - Print ready or digital file required
P17	Rainbow pad*		* Not available for pictorial calendars
P18	Coupons*		* Not available for pictorial calendars
P19	Adding a shift schedule	\$75.00	Prints a three color shift schedule on the calendar dates on a Pictorial calendar