

Tear Sheet 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 _____

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 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

	Quantity	Price Each	Total
7. Total Number of Calendars (Please refer to Price Chart on Page 19)	_____	_____	_____
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 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 (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 29)	_____	\$5.00	_____
11A. Total Number of Color Pictures (Photos/ Logos/Line Art please refer to Price Chart on Page 19) 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 29)	_____	_____	_____
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) <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

Tear Sheet 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 _____

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 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

	Quantity	Price Each	Total
7. Total Number of Calendars (Please refer to Price Chart on Page 19)	_____	_____	_____
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 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 (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 29)	_____	\$5.00	_____
11A. Total Number of Color Pictures (Photos/ Logos/Line Art please refer to Price Chart on Page 19) 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 29)	_____	_____	_____
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) <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)

Signature of Purchaser	Title	Date
------------------------	-------	------

Tear Sheet Title Sheet

This sheet must be completed and returned with your order or 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 or use 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

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<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

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

Pricing for Specialty Items on Tear Sheet Calendar

CALENDAR BACK ITEMS (Advertising Portion of Calendar)

ID#	Item	Price	Description
B1	Map under pad	\$20.00	Prints a map under the calendar pad Print ready or digital file required
B2	Map or printing on reverse side of calendar	\$60.00	Prints a map or text on the reverse side of the calendar back 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 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

ID#	Item	Price	Description
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	\$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	\$10.00 each	Prints additional pictures in the main picture area

Pricing for Specialty Items on Tear Sheet Calendar

MISCELLANEOUS ITEMS

ID#	Item	Price	Description
M1	Extra Sheet – Tear Sheet		Price is for each sheet and does not include typesetting. Inserts an extra sheet (cover letter, reorder form, etc.) that is stapled to the calendar pad
M1a	Under 1000 calendars	\$ 60.00	
M1b	1000-1999 calendars	\$115.00	
M1c	2000-2999 calendars	\$170.00	
M1d	3000-3999 calendars	\$220.00	
M1e	4000-4999 calendars	\$270.00	
M1f	5000-5999 calendars	\$320.00	
M1g	Over 6000 calendars	Call for quote	
M2	Sweepstakes Calendar	\$50.00	Prints sweepstakes rules and consecutive numbering under the calendar pad
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 SENT IN BULK - Call for a quote if insertion with calendars is required.
M4	Calendar Mailing Envelopes	\$0.17	Custom made envelopes for tear sheet calendars Calendars are always inserted in these envelopes unless requested otherwise
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	Charge only if calendars are inserted Plastic bags sent in bulk are free as a replacement for brown bags

Pricing for Specialty Items on Tear Sheet Calendar

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	
M7b	200-299	\$15.88	Added as 13th sheet, see M1
M7c	300-399	\$19.85	Insert with calendars - Call for quote
M7d	400-499	\$23.89	Typesetting, if required, is extra
M7e	500-599	\$27.53	Shipped in bulk only
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	
M8b	200-299	\$60.47	Insert with calendars - Call for quote
M8c	300-399	\$65.04	Shipped in bulk only
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	
PAD ITEMS (Monthly Sheets)			
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 Tear Sheet 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	\$10.00/mo	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	\$10.00/mo.	Prints coupons on the back of 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		Prints a three color shift schedule on the calendar dates on a Tear Sheet calendar
P19a	Total Calendars 100-249	\$2.05	Per calendar charge in addition to regular calendar price
P19b	250-499	\$1.68	
P19c	500-999	\$1.38	
P19d	1000-1499	\$1.17	
P19e	1500-1999	\$1.08	
P19f	Over 2000	Call for quote	