



Gordon Bernard Company Customer Service
1.800.531.1484
8:00am - 4:30pm Eastern Time

Pocket Planners



A Gordon Bernard Company *Pocket Planner* is a compact calendar that fits easily in a pocket or purse. It is also the perfect companion to a Gordon Bernard Company wall calendar. All events that are printed on a wall calendar can also be printed on a Pocket Planner. Like a wall calendar, Pocket Planners can start with any month.

Pocket Planners

Included Features

- Your choice of two styles: Monthly or Weekly
- A customized cover in full color or choice of colors.
- Display and/or Directory Advertisements on the inside, outside, front or back covers.
- General Reference Pages



monthly planner



weekly planner

Optional Features

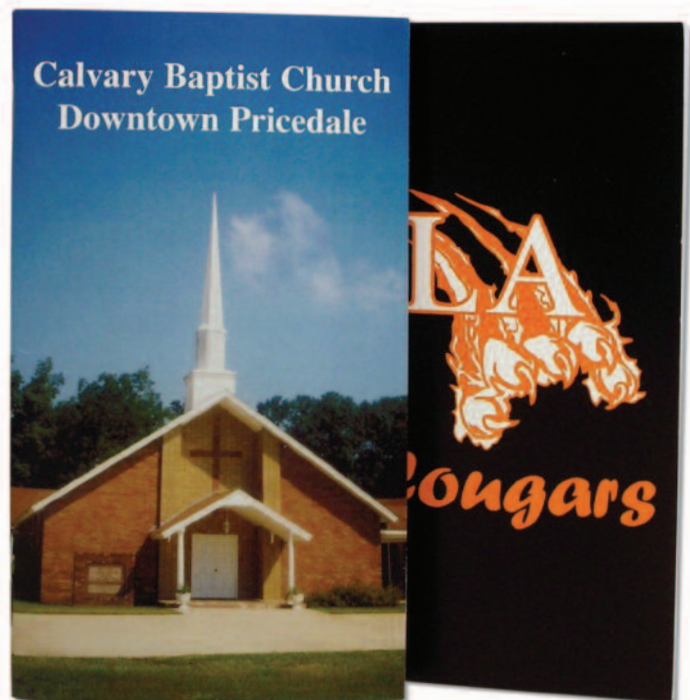
- Personalized Date Listings: Special events (birthdays, anniversaries, school activities and community events) can be printed on individual dates
- General Reference Page(s) substitution
- Clear plastic covers (packaged separately and inserted by customer)
- Fire/EMS Color Coded Shift Schedule



fire shift planner



Back Cover Display Advertising



Full color photo on cover

Single color cover using artwork and text.

How to Submit ARTWORK

Styles of Advertising

Display Advertising:

The information put in a display ad is similar to the information one would put on a business card. Display advertising usually includes the business name, address, phone number, as well as logos and advertising copy.



Directory Advertising:

Directory ads are set up differently than display ads. They include the name of the business and a phone number. Directory advertising can also be sorted by category headings.

ACCOUNTANTS	
Evergreen Tax Service	472-3985
Joe Rippe, CPA	583-6825
AIR CONDITIONING	
Buff Electric	583-7905
Pierce Refrigeration	583-9077
BANKS	
State Bk. of Richland	537-6274
First Sav. Bank	465-8200
DENTISTS	
Tim Pohlman, DDS	587-2580
Charles Pope, DDS	537-8574
DRUG STORES	
Elm Square Pharmacy	471-6806
Westport Pharmacy	472-3397
ELECTRIC SERVICES	
Ralph's Electric	646-8814
James W. Arwood Elec.	646-6252
FUNERAL HOMES	

Be sure to complete Section 6 or 7 in the Pocket Planner Order Form if you are using advertising on the cover of your Pocket Planner.

Planner Price Chart

Minimum order is 100 calendars

Quantity	Monthly	Weekly	Fire Shift*
100	\$2.35	\$3.99	\$4.94
200	\$1.75	\$3.21	\$3.97
300	\$1.59	\$2.72	\$3.15
400	\$1.52	\$2.50	\$2.95
500	\$1.45	\$2.32	\$2.90
600	\$1.36	\$2.11	\$2.80
700	\$1.32	\$2.07	\$2.75
800	\$1.28	\$2.02	\$2.70
900	\$1.26	\$1.96	\$2.65
1000	\$1.24	\$1.91	\$2.63
1500	\$1.22	\$1.86	\$2.61
2000	\$1.21	\$1.80	\$2.59
2500	\$1.20	\$1.77	\$2.57

Over 2500 – Call for a quote

* Prices for a 3 color sequential rotation shift calendar. Please specify three colors to be used. Non-sequential rotation shift calendar available at an additional charge. Call for a quote.

Acceptable Formats for Full Color Pictures

Traditional Photography:

- Photographic Prints (*preferably glossy prints*)
- Slides - *indicate top, bottom, left, and right*
- Negatives – *indicate the negative to be scanned*

Digital Photography:

- JPG, TIFF, or EPS file format – *unaltered*

Image Resolution

Traditional Photography:

We have on-site professional photo editors that are experts when it comes to your picture. We prefer you leave the scanning up to us. However, if you decide to scan your own picture here are the specs:

- 300 dpi or dots per inch
- minimum size 4" x 7"
- save the file as a JPG, TIFF, or EPS

Digital Photography: (MUST SUBMIT ORIGINAL DIGITAL FILE)

Camera Set-Up Guidelines:

- Set your camera to take pictures at the highest resolution possible.
- **We recommend not editing your picture in any way once it has been transferred to a computer.** Our on-site professional picture editors are experts at sizing your picture just the way you want it.

Acceptable Formats for Logos, Emblems, and Artwork

You may choose to use logos, emblems or other artwork as your picture subject. Again, we prefer you leave the scanning up to us but if you decide to do the scanning yourself, here are the specs for artwork and logos:

- Graphics & Images: 300 dpi
- Line Art: 600 dpi
- Save the file as JPG, TIFF, or EPS only.

Still not sure what to send or how to send it?
Dial 1.800.531.1484 for Customer Service.

How to Transport Your Files

Available Media (Mac or Windows)

- CD ROM
- Flash Drive
- 3.5" Floppy Disk

Electronic Transfer

- Email: help@gordonbernard.com
- FTP: click on the FTP link at www.gordonbernard.com

MAIL to:

Organization Name: _____

Your Name: _____

Street Address: _____

City: _____

State: _____ Zip: _____

Home Phone: _____

Work Phone: _____

Fax: _____

Cell Phone: _____

Email: _____

SHIP Planners to: *if different from 'mail to' address*

Name: _____

Street Address: _____

City: _____

State: _____ Zip: _____

Have you ordered a *Pocket Planner* before?

No Yes: If yes, write your GBC Account # _____
 (Found on inside back cover)

1. Planner Style: Monthly Planner Weekly Planner**2. Starting Month:** _____**3. Calculate The Price:** Complete the chart to determine your total price.

ITEM	QUANTITY	UNIT PRICE	EXTENSION
Weekly Pocket Planner™ <i>see price chart p.3</i>			
Monthly Pocket Planner™ <i>see price chart p.3</i>			
Fire/EMS Color Coded Shift Schedule			
Personalized Date Listings (electronic file preferred)		.15¢ each	
General Reference Page Substitution and/or Moving Pages		\$15.00 each	
Clear Plastic Covers <i>packaged separately to be inserted by customer</i>		.50¢ each	
Other			
TOTAL PRICE			\$

4. Payment Information: To begin processing your order, payment or purchase order must be included with this order form. **Please send in ALL FOUR order form pages and check or money order made payable to:**

Gordon Bernard Company, LLC.**22 Whitney Drive****Milford, OH 45150**

5. Customize The Cover: *Pocket Planners* allow you to customize the front and back outside covers and the front and back inside covers. In this section of the order form, indicate with an “X” the options you will be using. As you select your items, refer to **pg. 3** of the *Pocket Planner Brochure* for further information on how to submit your artwork.

Outside Front Cover

If cover is the same as last year, check here and omit this section. We will update the year.

A. Outside front cover layout: (check one) Horizontal Vertical

B. What do you want on the front cover? Check the appropriate box:

Color Photograph – see *pg. 3 in the Pocket Planner brochure “How to Submit Artwork”*

Full Color Logo, Emblem, or Artwork – see *pg. 3 in the Pocket Planner brochure “How to Submit Artwork”*

Single Color Logo, Emblem, or Artwork: Circle the color you want your artwork to be.



Text

Circle the color you want your text to be. If no color choice is circled, BLACK will be used.



Cover Background Color:

Circle the color you want your background to be. If no color choice is listed, WHITE will be used for background color.



Outside Back Cover

If cover is the same as last year, check here and omit this section.

A. Outside back cover layout: (check one) Horizontal Vertical

B. What do you want on the back cover? Check the appropriate box:

Color Photograph – see *pg. 3 in the Pocket Planner brochure “How to Submit Artwork”*

Full Color Logo, Emblem, or Artwork – see *pg. 3 in the Pocket Planner brochure “How to Submit Artwork”*

Single Color Logo, Emblem, or Artwork: Circle the color you want your artwork to be.



Text

Circle the color you want your text to be. If no color choice is circled, BLACK will be used.



Back Cover Background Color:

Circle the color you want your background to be. If no color choice is listed, WHITE will be used for background color.



Directory Advertising using color(s) Directory Advertising in black ink only
Complete Section 6 of this order form if you are using Directory Advertising.

Display Advertising using color(s) Display Advertising in black ink only
Complete Section 7 of this order form if you are using Display Advertising.

Inside Front Cover

If cover is the same as last year, check here and omit this section.

- Blank Inside Front Cover
- Standard "Frequently Called Numbers" Page
- Text – *Attach separate sheet of paper with text to be printed*
- Directory Advertising – *Complete section 6 of this order form*
- Display Advertising – *Complete section 7 of this order form*

See page 3 in the Pocket Planner Brochure for instructions on how to submit photos, logos, and artwork for the cover and advertising.

Inside Back Cover

If cover is the same as last year, check here and omit this section.

- Blank Inside Back Cover
- Text – *Attach separate sheet of paper with text to be printed*
- Directory Advertising – *Complete section 6 of this order form*
- Display Advertising – *Complete section 7 of this order form*

6. Directory Advertising:

Your Pocket Planner may include Directory Ads and/or Category Headings. If choosing this option, please submit the information using the section below, or list these items on a separate computer generated form in the format shown below. Category Headings should appear in ALL CAPS, while business ads and phone numbers should appear in traditional print. For Directory Ads/Category Headings appearing on the outside back cover that require an ink color other than black, please indicate the ad color for each ad. Refer to the Pocket Planner brochure to see an example of directory advertising.

Need Assistance? Call Your Gordon Bernard Company Area Representative or Customer Service at 1.800.531.1484.

If *Directory Ads/Category Headings* are the same as last year, check here and omit this section.

Ad Name/Category Heading	Phone #	Ad Color	Ad Name/Category Heading	Phone #	Ad Color
1. _____					
2. _____			16. _____		
_____			17. _____		
3. _____			18. _____		
4. _____			19. _____		
5. _____			20. _____		
6. _____			21. _____		
7. _____			22. _____		
8. _____			23. _____		
9. _____			24. _____		
10. _____			25. _____		
11. _____			26. _____		
12. _____			27. _____		
13. _____			28. _____		
14. _____			29. _____		
15. _____			30. _____		

7. Display Advertising:

Your Pocket Planner may include Display Advertising. If choosing this option, please use this section to submit the necessary information for each ad. You may enclose an example (i.e. business card) or submit the ad on your own computer generated form using the format shown below for reference. For Display Ads appearing on the outside back cover requiring an ink color other than black, please include a sample of your preferred color with specific instructions for each ad. Refer to the Pocket Planner Brochure (pages 3 & 4) for further information on how to submit your artwork.

Need Assistance? Call Your Gordon Bernard Company Area Representative or Customer Service at 1.800.531.1484.

If **all** advertising is the same as last year, check here and omit this section.

1. _____

PLEASE CHECK ALL THAT APPLY:

- This ad is **exactly** the same as last year.
- This ad from last year has changes – *please list changes above.*
- This ad is new. Check here if this ad requires a logo.

AD PLACEMENT:

- Place this ad on the inside front cover – *black ink only.*
- Place this ad on the inside back cover – *black ink only.*
- Place this ad on the outside back cover – *black ink only.*
- Place this ad on the outside back cover – *using color ink.*
Specific instructions and example required

3. _____

PLEASE CHECK ALL THAT APPLY:

- This ad is **exactly** the same as last year.
- This ad from last year has changes – *please list changes above.*
- This ad is new. Check here if this ad requires a logo.

AD PLACEMENT:

- Place this ad on the inside front cover – *black ink only.*
- Place this ad on the inside back cover – *black ink only.*
- Place this ad on the outside back cover – *black ink only.*
- Place this ad on the outside back cover – *using color ink.*
Specific instructions and example required

5. _____

PLEASE CHECK ALL THAT APPLY:

- This ad is **exactly** the same as last year.
- This ad from last year has changes – *please list changes above.*
- This ad is new. Check here if this ad requires a logo.

AD PLACEMENT:

- Place this ad on the inside front cover – *black ink only.*
- Place this ad on the inside back cover – *black ink only.*
- Place this ad on the outside back cover – *black ink only.*
- Place this ad on the outside back cover – *using color ink.*
Specific instructions and example required

2. _____

PLEASE CHECK ALL THAT APPLY:

- This ad is **exactly** the same as last year.
- This ad from last year has changes – *please list changes above.*
- This ad is new. Check here if this ad requires a logo.

AD PLACEMENT:

- Place this ad on the inside front cover – *black ink only.*
- Place this ad on the inside back cover – *black ink only.*
- Place this ad on the outside back cover – *black ink only.*
- Place this ad on the outside back cover – *using color ink.*
Specific instructions and example required

4. _____

PLEASE CHECK ALL THAT APPLY:

- This ad is **exactly** the same as last year.
- This ad from last year has changes – *please list changes above.*
- This ad is new. Check here if this ad requires a logo.

AD PLACEMENT:

- Place this ad on the inside front cover – *black ink only.*
- Place this ad on the inside back cover – *black ink only.*
- Place this ad on the outside back cover – *black ink only.*
- Place this ad on the outside back cover – *using color ink.*
Specific instructions and example required

6. _____

PLEASE CHECK ALL THAT APPLY:

- This ad is **exactly** the same as last year.
- This ad from last year has changes – *please list changes above.*
- This ad is new. Check here if this ad requires a logo.

AD PLACEMENT:

- Place this ad on the inside front cover – *black ink only.*
- Place this ad on the inside back cover – *black ink only.*
- Place this ad on the outside back cover – *black ink only.*
- Place this ad on the outside back cover – *using color ink.*
Specific instructions and example required

Need Assistance?

Dial **1.800.531.1484** and speak to a customer service representative at the home office, or Contact your area representative.



Susan & David Grimes: **1.800.473.0215**
Mississippi, Tennessee, Arkansas, Kentucky

Adam Heuer: **1.800.531.1484**
California, Caribbean, Florida,
Iowa, Massachusetts, Maryland, Maine,
Missouri, Montana, North Carolina,
Nebraska, Nevada, Virginia, Wyoming

Jerry (JJ) Johnson: **1.509.981.9456**
Washington, Oregon, Alaska, Hawaii, Idaho

Joe Leahy: **1.800.531.1484**
Connecticut, Washington DC, Delaware,
Illinois, Indiana, Louisiana, Michigan,
New Hampshire, New Jersey, New York,
Pennsylvania, Rhode Island, Texas,
Vermont, West Virginia

Leon & Susan LoVette: **1.866.385.9337**
South Carolina, Georgia

Jim Muldowney: **1.800.843.9327**
Arizona, New Mexico, Utah,
Colorado, Kansas, Oklahoma

Rick Peterson: **1.800.658.2453**
Minnesota, Wisconsin, South Dakota
North Dakota, UP of Michigan

Kathy Whitmore: **1.800.729.0394**
Ohio, Kentucky