

Tear Sheet Calendar Order Form

This sheet must be completed and returned with your order if you don't 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 4) YES NO

6. PLEASE SEND NEXT YEAR'S PROMOTION KIT TO: (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 () _____

	Quantity	Price Each	Total
7. Total Number of Calendars (Please refer to Price Chart on Page 5)	_____	_____	_____
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 4)	_____	\$15.00	_____
9C. Total Number of Color Display Ads (List advertisers on Page 4)	_____	\$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 4)	_____	\$5.00	_____
11A. Total Number of Color Pictures (Photos/ Logos/Line Art please refer to Price Chart on Page 5) 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 4)	_____	\$15.00	_____

12. List Specialty Calendar Items/Options (Please refer to Special Items/Options Price Chart on Pages 10 & 11)

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

13. Florida Customers Only (Please Include Appropriate Taxes)	\$ _____
14. Shipping Charges (Please refer to Price Chart on Pages 6 & 7)	\$ _____
<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

PHOTOCOPY THIS FORM FOR YOUR RECORDS

Tear Sheet Title Sheet

This sheet must be completed and returned with your order if you don't 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"/> School Activities Calendar
<input type="checkbox"/> Fire Prevention Calendar
<input type="checkbox"/> Other _____ | <input type="checkbox"/> Community Birthday Calendar
<input type="checkbox"/> Community Events Calendar
<input type="checkbox"/> None |
|--|---|

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 if not using 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

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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 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	\$20.00	Submit copy for typesetting row of ads
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

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 Min. charge is \$30.00
F4	Additional pictures - main picture subject	\$10.00 each	Prints additional pictures in the main picture area

MISCELLANEOUS ITEMS

M1	Extra Sheet - Tear Sheet	\$22.00 Setup \$0.05 each	Price is for each sheet and does not include typesetting. Inserts an extra sheet (cover letter, reorder form, coupon page, etc.) that is stapled to the calendar pad
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 if requested	\$50.00/1000	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	\$76.00 Setup \$0.026 each	Prints return address and Postal Patron information on outside of envelope
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	\$20.00 Setup \$0.04 each	Letter printed in black ink on white bond paper from print ready or digital file. Added as 13th sheet, see M1. Insert with calendars - Call for quote Typesetting, if required, is extra Shipped in bulk only
M8	#10 Business Envelope	\$54.00 Setup \$0.044 each	Envelope used for returning donations to your organization - Price includes address in black ink Insert with calendars - Call for quote Shipped in bulk only
M9	Extra Card Stock Sheet - Coupon/Other	\$22 Setup \$0.09 each	Price is for each sheet and does not include typesetting or logo charges. Inserts an extra sheet (coupons, dance ticket, etc.) that is stapled to the calendar pad. Call for quote if requesting perforation.
PAD ITEMS (Monthly Sheets)			
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
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	\$0.02 per month per calendar	Prints on the back of a calendar sheet on back of sheets Print ready or digital file required
P17	Rainbow pad	\$50.00	A different color sheet used each month
P18	Coupons	\$0.21 per calendar	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	\$300 Min \$1.04 each	Prints a three color shift schedule on the calendar dates on a Tear Sheet calendar