



Goes[®] Lithographing Company

111 HALLBERG STREET • DELAVAN, WI 53115-2031
PHONE 262-728-2600 • 800-348-6700 • FAX 262-728-5679
www.goeslitho.com • sales@goeslitho.com

OVERVIEW 2016 Selling Season Rocketline.

- Prices Remain similar to 2015 with NO Set up charges and low minimums
- Factory Customs are now separated from FULL customs using New Technology
- Many extra features remain at no charge such as calendar pad information and distributor credit line on hangers
- Rush delivery and no charge corrections of supplied art under 1/4 hour
- The Rocketline has maintained continuous PPAI membership for 106 years, (1909) is Family owned and operated by 5 generations and relocated to Delavan WI in 2010
- Quality without compromise, affordable longterm advertising

WHATS NEW[S] 2017 ROCKETLINE CALENDARS FOR SELL SEASON 2016?

1. page 2 - INDEX Lists 9 columns of informational descriptions and prices.
2. pages 8-11 - Selection of quarterly start months @ no additional charge within a large piece order saves distribution costs. Example 5000 # 2000 American Heritage calendars may be purchased on 4 quarterly start months of Jan., April, July, Sept. & a school year August start. Purchase 1000 calendars each start delivered together and clearly marked keeps your selling season and customer appreciation program fresh, current and evolving steadily with the seasons and new customers as they enter and leave the area.
3. pages 12-13 - Is a local picture an affordable purchase?

Yes, our low minimums are designed to get the word out first. The customer's best subject recall is that which binds the community together with purposeful common ground.
4. pages 14-15 - Factory Custom vs. Options...when do they apply?

A Factory Custom contains basic sizes, timesteps and information within an Advertising Promotional calendar, this saves development costs that will contain wasteful setup labor, dimensions and materials that are not necessary to a fine result. A Full Custom image and design may be uploaded to our FTP site if produced by another service for our free review and pricing.

5. pages 16-19 - *Stock Archive Images: 100's are maintained @ www.rocketline.com/archive for free use on calendars. Larger images may be ordered on canvas for Hotel / Office lobby displays up to 5x 8 feet. Check back often for additions.*

6. pages 20-21 - *NEW Victory and Patriot public display Wall Calendars.*

Victory; A Jumbo size 29 x 41 inch with SAQ- "start any quarter" memo -602 or standard pad-601. The patriotic event calendar #603 features 150 + patriotic dates of importance to every American. Each event is characterized by a drawing - a fun & educational research activity results when ones birthday falls near a patriotic event. This educational tool will keep youths of all ages interested, makes research fun with stories for all.

Patriot; A medium size 22.5 x 33 inch with all the same features as Victory. Perfect for a smaller space but easily viewable at distances not approached by other business size calendars.

7. pages 24-27 - *Fire Safety/Community informational Calendars 8404 8411*

The oldest and best received fund raiser since the 1950's continue to educate local communities how to keep their fire insurance rates low. Local business co-sponsor support area Fire Department services and training with advertising. Coupled with a supporting community appeal donation residents come to appreciate and understand the value of local purchasing. Educational instructions teach young and old how to keep families safe at home, work and play all year long. A NEW 8411 design business card calendar eliminates retyping ads & processing logos. The colorful ad copy business card identifies the community. See these "How to Sell-em Tips" on the Rocketline website.

8. page 28 - *Patriotic Historical Times Record a scene from your community that memorializes or supports Americas Freedoms- send to our FTP site, we print picture for FREE with your 5 line ad copy. Coupled with the famous Patriotic 150+ historical event calendar pad promoting appreciation of our Heritage- you have a Factory Custom for your business that can't be duplicated - a real stand out as you stand up for the USA.*

9. pages 29-30 - *A Professional Appointment Calendar has a special role.*

Insurance Agents & Attorneys are specialized professionals when it comes to choice recommendations to protect family with in our busy lives. Appointment calendars are reasonable, small and factual- ready to serve at just that moment of need. When placed at ones desk near the computer where the most thoughtful advice may be sought for. A simple e-mail or call to start the ball rolling is a reassuring step when such information is close at hand like a good friend; it's the thought that really counts.

10. pages 31-32 - COMMERCIAL ½ APRONS; find their way to Home or Business!
½ Apron refers to the 12 monthly calendar pages hanging below a common header advertisement. Typically they save print costs, paper costs & shipping weight as the ad is retained all year and not discarded with each month. Sizes are varied and sold at a discounted group price. Commercial placement is so varied by desk, counter, wall and garage-tool box area that several sizes work best for a single ad copy purchase. A customer may ask for 2 or 3 for staff use, The 2 color red & black ad copy and border coordinate well with the same pad colors, a custom look at factory prices.

11. pages 33-39 - Small cost items encourage prospects to directly place a convenient useful promotional item into 100's of buyer hands. Paper products represent a thoughtful gift, are used where they remain to be seen as the time for a major purchase arrives.

Specialty Hand Outs:

T4600 series 5-tent calendars pg. 33

3600 shirt pocket calendar scratch pad pg. 5

3500 retro blotter & Line card pg. 39

12. page 37 - SB50 12 sheet business card calendar. Magnetic or Lil' Sticker 3.5 x 6.375 low cost, quick, mailable.

Supply 12 images of product sold such as homes, cars, livestock or excavation jobs completed and presto one has a factory custom calendar worth a 1000 words to the next customer. Mailable or hand out, the subject matter will increase exposure and knowledge of service availability quickly about the community.

13. page 40 - 1449 Cell Phone Photo Custom

Offers the entrepreneur a convenient way to promote business, church or service organizations. Up to 3 photos taken by C-ph. produce this cost effective advertising reference promotes community and local opportunity at 1 cent a day- that's real value.

A.) What does an Advertising Calendar do for my business? See Rocketline "How to Sell Em"

A useful gift to a prospect or customer which becomes your endorsement when displayed. A responsible planning tool that is viewed by family members. Posted in an agreed place to coordinate activities, this reference tool becomes up front and personal all year long.

B.) Why are calendar prices so varied? When unit cost is divided by 365 days and 10 views a day the cost is a fraction of one cent - A Great Deal!

Size as necessary and placement conditions determine the price / value. Content provided with public display advertising must appeal to the owner of the wall space where the calendar is placed. Theme Beauty and a Useful purpose must coordinate to win occupancy of valuable wall space for viewing. Sturdy safe metals, papers and permanent inks all must with stand shop & weather conditions to keep the advertisers message hanging up & working a year-sometimes more. Faded images from sunlight, broken stressed eyelets and to soft a paper to support structure fails everyone involved. Rocketline products LAST!

C.) Shipping Charges; a costly uncontrolled item if not given the attention due their importance.

Address Correction: Be sure of exact delivery address to a street number & name if being shipped Motor Freight or Courier. Address corrections approach \$25 USD per box, we are blindsided when charged- so we have to charge this back to you and additional to cover our service labor too. We cannot handle or ship third party account numbers because of insurances.

Large & heavy calendars may be delivered once a year to a rural office address that our Courier does not service point to point. In these cases they add additional charges to deliver via USPS for "the last mile of service". . Starting 2014 the factory will attempt to determine the cheapest way to ship with a time estimate attached for your delivery address. Do not assume Courier service is better and safer than USPS, there have been many improvements since July 2014 and 96% of 50 state addresses are now reachable in 3 days via Priority.

D.) Salespersons should use these examples to explain quickly and clearly the annual benefit of year long display advertising in home or office for private good will or public educational display. The space awarded to the calendar is an endorsement of the avertisers good will gift and services. Refer to other articles on rocketline.com

Thank you for your interest, we want to help at every price point. Contact us with your next project; perhaps a component calendar with staying power all year will position services to everyone's advantage. Custom Calendar electronic files reproduced, assembled and packaged at significant cost savings. Contact us today with size, binding type and quantity for a fast turn around price.

Sincerely Rocketline Calendars