



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

What's News in ROCKETLINE & NOVA for 2015 dated materials?

This in addition to educational pages 5-7 & 38 of NEW 2015 catalog.

Generally the catalog shows some of the NEW additions of Art & Photographic selections pg. 18-21. The Archives contain all previous offered images from prior years and 50 New. These images may be resized to fit any calendar whether a 6 or 12 sheet hanger, a wall appointment flip up or reproduced on large format canvas for wall murals.

Calendar pads which are attached to wall hangers are dated as a traditional 12 month sequence, under the pad is printed a 3 year calendar block showing all US Holidays pg23. Wall appointments in the ROCKETLINE may start any month and have an every month imprint on each page, placed to prevent removal of ad copy as on a drop flap design pg10-11.

Rocketline rolls out on its web site only for 2015 a Factory CUSTOM selection of 3 new mat frames for images and a belted white background option for ad copies. Customer logos may be placed in the picture image area and titles may be placed within the picture in large script. A Selection from these options may be viewed with a free electronic proof.

Rocketline tested 5 kit plans in 2013, & is expanded for 2014 with reduced prices and lower minimums pg.33. NEW for 2014 is the Lil' Sticker offer to sell 150 [minimum] BC-60s @ EQP \$.31 A, with a wall hanger purchase pg. 15-17.



· DELAVAN · WI 53115

ROCKETLINE is now recognized as a non-resident importer to Canada simplifying taxes for drop shipped Canadian shipments when billed by factory.

MUST-see-ems;

Pg2 #2330 start every current month for 12 months with 12 featured products sold by the advertiser. EX. buy 600, but every month of the year is the 1st month shown, hand out 50 calendars every month, after 12 months all calendars are given away, but at time of gifting the NEXT 11 months were current. No pressure to distribute all 600 in a short time pg. 2.

<http://printitfor.me> secure site for customer to send file of his design for calendar production. Saves transfer time for sales staff.

All appointments, custom appointments & 6 sheet and 12 sheet calendars are now start-able in selected months as the # 2330 above is at no charge. Potential savings are huge mailing cost reductions when packaged with shipments- they ride along free, being CURRENT when opened.

WHY? 14er's? Those 14 peaks in Colorado represent a challenge to aggressive climbers and skiers alike. We have applied this challenging concept to a group of CUSTOM-ABLE economical, inspirational calendars that may feature individually photographed subjects important to current community development & resources Pg. 22-24.

Patriotic & Historical times calendars have NEW Pricing and sizes pg. 25. Does your customer have an event/s which requires several date blocks to include local historical events? NO Problem we switch out a block and replace it with your artwork. Call our sales dept. for more info.

Fire Safety fund raising calendars pg. 26-27 have been offered since 1953. Due to electronic file capture and work completed by fire customers for Fire truck & roster print inserting through our FTP site the overall quality



· DELAVAN · WI 53115

of finished calendars with 2 color ads & customized information remains an exceptional advertising value when a sponsor/s is asked to underwrite the cost with a pro-rata pledge covering cost. See pg.38.

Commercial ½ APRONS pg. 31-32 have the \$95G, option of start any month. Large and small- mail able flat, this new concept of makes it easier and more fun to ask whenever for an order, this brings the sale offer of calendars current with other promotional merchandise that is far more costly to acquire and ship. ½ APRONS will fit a tightening promotional budget occurring after back to school August sales. pg. 29-32.

Retro BLOTTER LINE CARDS fit a modern check book size of 6x 2.5 inch preventing strike through of duplicate due to heavy ball point pen pressure. WHY? Blotters were the first promotional item passed out by banks to attract businesses and individuals to their services as they wrote checks at home or work. Soon other businesses wanted their own purposeful blotters printed as advertising line cards for their customers to reference. Considered as a useful gift to quickly lift excess ink from signatures using fountain pens they were saved and seen often. pg. 39.

THANK YOU for taking the time to understand these significant changes to advertising in ROCKETLINE. Every customer needs to find the most cost effective way to "get the word out". Mixing styles and developing a plan for free distribution is the key to calendar repeat sales- THEY REMAIN UP FRONT & PERSONAL YEAR AROUND AND ARE FOUND WHERE PEOPLE LIVE, WORK & PLAY.

Regards,

Goes Lithographing Co manufacturer of Rocketline Calendars since 1924

www.rocketline.com

