



# Goes<sup>®</sup> Lithographing Company

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## **WHATS NEW[S] 2016 ROCKETLINE CALENDARS FOR SELL SEASON 2015?**

- 1. INDEX page 39 Lists 9 columns of informational descriptions**
- 2. Catalog codes are returned to A in all quantity brackets. Option charges continue as G.**
- 3. Small cost items are expanded, encouraging prospects to directly place a convenient useful promotional item into the buyer's hand. Paper products represent a thoughtful gift and are placed and used where they remain to be seen as the time for a major purchase arrives.**

**T4600 series 5-tent calendars pg. 33**

**3600 shirt pocket calendar scratch pad pg. 5**

**3500 retro blotter & Line card pg. 40**

- 4. Stock Archive Images: 100's are maintained @ [www.rocketline.com/archives](http://www.rocketline.com/archives) 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 from our Vault collections spanning decades of advertising graphics.**
- 5. Low minimums, start any quarter/ month are offered with incentive realistic pricing to jump start a public display program any season of the year.**
- 6. 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.**
- 7. Fire Safety informational Calendars 8404 8411 pg 26-27**

**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**



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*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 on pages 26-27 and supporting "How to Sell-em Tips" on the Rocketline website.*

**8. What does an Advertising Calendar do for my business?**

*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.*

**9. Why are calendar prices so varied?**

*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.*

**10. 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.*

**11. 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.*

*Options are enhancements to an overall look of a stock suggestion calendar. Reversed type, side panels, a renamed picture title or colorized logo are a few ways to stand out. Options - at smaller cost; differentiate your public display wall calendar from others sold.*

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



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*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 this year 2015 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.*

**13. NEW Victory and Patriot public display Wall Calendars. Pg 20-21**

*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.*

**14. #1449 Cell Phone Photo Custom pg 23**

*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.*

*15 Patriotic Historical Times; pg28 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.*

**16. A Professional Appointment Calendar has a special role. Pg 29-30**

*Insurance Agents & Attorneys are specialized professionals when it comes to recommendations never so convenient 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*

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*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.*

**17. COMMERCIAL ½ APRONS; must find their place. Pg 31-32**

*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.*

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

*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.*

*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.*

*Sincerely Rocketline Calendars*