



What's New - 2018 Rocketline Advertising Products for 2017 selling.

1. **Lower Quantity Minimums** and bracket prices.
2. **Free Color Ads...** Color Sells - it should not be an extra cost.
3. **No Hidden Running Charges** for color.
4. **Early Order Discounts** through 8/1/2017 with 8/15/2017 Factory Ready.
5. **Early Payment Discounts** available by request.
6. **"A" codes** used 97% of products, allows maximum negotiation and bundling of products.
7. **View 100's of Free Stock Art & Photo** -
<http://rocketline.com/archives/vault/archives> for promotional use.
8. **Customization Enhancement** within the line is affordable and easily done with special borders and color shift inks to make the presentation stand out all year.
9. **EMI Every Month Imprint**- Once a custom, now may be different each page to promote seasonal items. Ad copy placed within the calendar between the art and calendar preventing tear off or loss as on drop flap ads which are remote from the central viewing area.
10. **SAM Start Any Month** - Sell a calendar any time and get 12 future months. Helps with seasonal business such as resorts, landscaping, year end fundraisers and schools. See Split Year Round-Out option.
11. **Split Year- Round Out**- Should client wish to even up the SAM to the following December and have a traditional end month add the completing split year months and sell a June start with the last December month 19 months later.
12. **Supporting Tips**. See Rocketline Newsletter archive for past tips and documents to help selling and distribution questions. <http://rocketline.com/News-Releases/index.html>
13. **Catalog Index Page 2** lists High-Low pricing, minimum order quantities, ad copy size and overall size for quick service referencing.
14. **Bundling New to Rocketline** – If named company ad is placed on other less costly calendars pay total bracket quantity of bundled lesser priced calendars after paying the quantity bracket of highest priced product.

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