

Project: Calendar to be used as a Self-Promotion Piece for the client (a full-service printing house). Each month has a blurb about one of the services the client offers.

January (New Year's Day, New Year's Resolutions)

How do I start my new marketing, print or mail project?

Start the *New Year* right by calling XXXXXXXX. We are your one-stop-shop for all of your marketing communications needs. From concept to completion, trust us to handle your next marketing project.

February (Snow, Winter)

How many different services does XXXXXXXX offer?

XXXXXXX offers a *blizzard* of services. We specialize in high-end advertising, design, marketing, full-service printing, direct mail and much more. Our creative solutions offer long-lasting results that deliver, whether it be in rain, sleet, sun, or snow.

March (St. Patrick's Day)

Why use "one to one" marketing?

Don't depend on the *luck of the Irish* to reach your target market. XXXXXXXX offers custom personalized materials to communicate "one to one" with each intended recipient. Our targeted marketing campaigns for both print and the Web are better focused, offering superior results so you see *more green*.

April (April Fool's Day)

Why use professional designers and copywriters?

When it comes to design and copywriting services don't be *fooled*. See the professionals at XXXXXXXX and rest assured the joke won't be on you as your next powerful marketing piece gets positive recognition with amazing results only XXXXXXXX can deliver.

May (Spring)

Where can I use large format full color graphics?

Let color *spring* to life your next marketing piece. Use large format full-color graphics for in-store signage, tradeshow, speaking engagements, window displays, and more.

June (Father's Day, Flag Day)

What is branding?

Branding is the *Father* of all marketing concepts. It defines your product. And like the American Flag, it elicits an emotional response every time the product is seen. XXXXXXXX can give your product an identity, a brand. Build it and show it off proudly.

July (July 4th)

When is direct mail effective?

XXXXXXX presents a *spectacular display* of direct mail *fireworks* that offer measurable results. Use direct mail when you need to target your market with a specific message then track your results.

August (Back to School)

What are the benefits of a newsletter?

Let XXXXXXXX *teach* you how to enhance your corporate presence and build strong customer bonds through newsletters using our highly skilled writers and designers that are *ahead of their class*.

September (Labor Day and Fall)

Should I print digitally or offset?

Don't *labor* over the question...XXXXXXX recommends the use of offset with longer runs. For variable printing or print-on-demand projects, use digital. Sit back and relax...XXXXXXX does both so you won't *fall* short. We can determine exactly what makes the most sense for your project.

October (Halloween)

How do I use the Web to market my company?

It's no *trick* that the Web works. *Treat* yourself to an integrated marketing campaign that combines print, online, and direct mail to elicit positive responses that exceed expectations.

November (Thanksgiving)

Can personalization improve my response rate?

We're not talking *turkey* when we say personalization can increase response rates from 2% to 10%. So don't be afraid to get personal and then *feast* on the rewards.

December (Christmas, Hanukkah)

How do I get the most from my media buy?

Give yourself the *gift* of knowledge only XXXXXXXX can offer. The professionals at XXXXXXXX can make the most of your next media buy with expert guidance on proper placement, solid research, media negotiation and overall planning.