

# CALENDARS DEFINED

## 1 Staple Binding

Staple binding, also called saddle stitching, is an economical choice and ideal for direct mail.

## 2 Tinning

Tinning is a method of binding by crimping a metal strip along edges of sheets. This provides additional durability for large, heavy-duty commercial calendars.

## 3 Insert Pages

Place additional pages into your calendar! The extra space is great for company letters, coupons and corporate information.

## 4 Window Ad

The large ad area and prominent location will be a focal point. Your message will be the center of attention.

## 5 Backmount

Add additional insight to your message. Select one of over 15 different stock themes including Automotive, Environmental, and Health & Fitness or create your own.

## 6 Drop Ad

Your logo and contact information will feature prominently all year long. The large ad space will help your message stand out.



## 7 Personalization

Everyone wants to feel special. Let your customers know they are special by using their name! Discover the power in a name.

## 8 Add a QR Code

QR Codes are a kind of barcode that can be read by many mobile devices. QR Codes put instant information like special offers or coupons in the palm of your customer's hand.

## 9 Phantom Overprint

Add impact by including your logo or other special design as a phantom imprint over the date grid.

## 10 Date Block Overprint

Mark significant dates like holiday closures or corporate history.

## 11 Spiral & Twin Loop Binding

Single and twin wire binding allows calendars to lay flat and provide a strong and polished finish.

## 12 Augmented Reality

Combine your calendar with technology. Simply download the Pixaction 2.0 app from your app store, scan the calendar photo and watch the images come to life.

## DID YOU KNOW ....

70% of calendar recipient's plan to do business with the company that provided them the calendar

52% of promo calendars are kept a year or more!