

A PROFIT PROJECTION PREPARED FOR THE

“Your” Fire Department

Here are estimates prepared to show potential profits for your department based on giving away tear-sheet calendars and making your profits through regular advertising rates. These rates are based on distributing a pre-set number of calendars with a full year of ad visibility.

YOUR GROUP SETS THE PRICES YOU CHARGE! If your department does not necessarily need money but wants to use the calendars for Fire Safety education and a great public relations tool, lower the suggested advertising rates enough to cover the production costs.

**The Photo Sponsor usually pays a higher price to have their business in the photo. Suggested prices for the photo sponsor are listed below. The profit in red below on the left figures in such a sponsor; the profit on the right does not.

**The quantity of calendars ordered is the number desired plus a complimentary calendar for each advertiser. Giving a complimentary calendar to advertisers is up to the sponsor but is usually done in appreciation for their ad.

**When a sponsor guarantees distribution of the calendars (and ads), I suggest you charge 15 to 35 cents per calendar for display ads. This is a very cost-effective way of advertising for one full year of ad visibility.

**Calendars can be bulk mailed, hand delivered or delivered with an “advertising shopper” type publication. Calendars are shipped in a paper sack at no extra charge. You are free to put other information in with the calendars before delivery. We can provide white mailing envelopes for bulk mailing for 18 cents each.

**Adding a donation letter to your calendar can raise several thousand additional dollars. Call our office for the additional costs related to adding this feature to your calendar.

500 TEAR-SHEET CALENDAR ORDER

INCOME...			EXPENSE...		
Quantity	Each	Extended	Quantity	Each	Extended
Calendars 500	\$0.00	\$0.00	Calendars 500	\$3.39	\$1695.00
Display Ads 36	\$175.00	\$6300.00	Display Ads 36	\$6.25	\$225.00
Photo Sponsor 1	\$500.00	\$ 500.00	Logo Scan 25**	\$15.00	\$ 375.00
			Fire Pad		\$ 50.00
			Shipping (approx.)		\$ 101.85

PROFIT:

\$4,353.15 or \$3,853.15*

1000 TEAR-SHEET CALENDAR ORDER

INCOME...			EXPENSE...		
Quantity	Each	Extended	Quantity	Each	Extended
Calendars 1000	\$0.00	\$ 0.00	Calendars 1000	\$2.80	\$2800.00
Display Ads 36	\$225.00	\$8100.00	Display Ads 36	\$6.25	\$ 225.00
Photo Sponsor 1	\$750.00	\$ 750.00	Logo Scans 25**	\$15.00	\$ 375.00
			Fire Pad		\$ 50.00
			Shipping (approx.)		\$ 87.14

PROFIT:

\$5,312.86 or \$4,812.86*

1500 TEAR-SHEET CALENDAR ORDER

INCOME...			EXPENSE...		
Quantity	Each	Extended	Quantity	Each	Extended
Calendars 1500	\$0.00	\$0.00	Calendars 1500	\$2.69	\$4035.00
Display Ads 36	\$275.00	\$9900.00	Display Ads 36	\$6.25	\$ 225.00
Photo Sponsor 1	\$1000.00	\$1000.00	Logo Scans 25**	\$15.00	\$ 375.00
			Fire Pad		\$ 50.00
			Shipping (approx.)		\$ 132.75

PROFIT:

\$6,082.25 or \$5,582.25*

*Profit without picture sponsor
** Approximate number of logo scans

Call GBC Fundraising at 1-800-531-1484 for a quote on a quantity of calendars not shown here.