



Pocket Planners

A GBC Pocket Planner is a compact calendar that fits easily in a pocket or purse. It is also the perfect companion to a GBC wall calendar. All events that are printed on a wall calendar can also be printed on a Pocket Planner. Like a wall calendar, Pocket Planners can start with any month.



22 Whitney Drive, Milford, OH 45150
 Phone: 1.800.531.1484 • Fax: 513.248.7606
help@gordonbernard.com
www.gordonbernard.com
 Office Hours: Mon – Fri 8:00 a.m. to 4:30 p.m. EST

Pocket Planners

Included Features

- Your choice of three styles:
 1. Monthly
 2. Weekly
 3. Fire/EMS Color Coded Shift Schedule
- A customized cover in full color or choice of colors.
- Display and/or Directory Advertisements on the inside, outside, front or back covers at no additional charge.
(New logo scans apply - \$15.00 each.)

Optional Features

- Personalized Date Listings:
Special events (birthdays, anniversaries, school activities and community events) can be printed on individual dates
- Display and /or Directory Advertisements on substitution pages and /or extra pages will be charged a typesetting fee (see order form)
- All new logos scanned are \$15 per advertiser
- Clear plastic covers (packaged separately and inserted by customer)



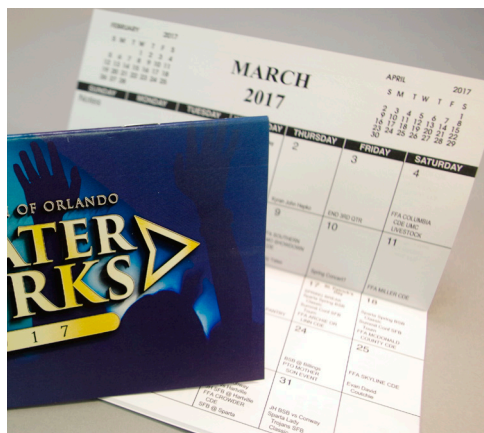
Single Color Cover Using Artwork and Text



Full Color Photo on Cover



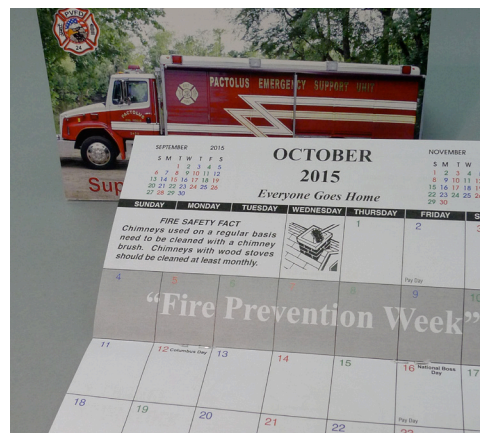
Back Cover Display Advertising



Monthly planner



Weekly planner



Fire/EMS Shift planner

Pocket Planner Order Form

Mail to: Organization Name: _____

Your Name: _____

Street Address: _____

City: _____

State: _____ Zip: _____

Home Phone: _____

SHIP to: if different from 'mail to' Address

Work Phone: _____ Name: _____

Cell Phone : _____ Street: _____

Fax: _____ City: _____

Email: _____ State: _____ Zip: _____

Have you ordered a Pocket Planner before?

☐ No ☐ Yes: If yes, write your GBC Account # _____

(Found on inside back cover)

1. Planner Style: ☐ Monthly Planner ☐ Weekly Planner ☐ Fire/EMS Shift

2. Starting Month: _____

3. Calculate The Price: Complete the chart to determine your total price.

ITEM	QUANTITY	UNIT PRICE	EXTENSION
Monthly Pocket Planner™ see price chart p.7			
Weekly Pocket Planner™ see price chart p.7			
Fire/EMS Color Coded Shift Schedule (contact Sales Representative)			
Personalized Date Listings (electronic file preferred)		\$ 0.15 each	
Page Substitution and/or Extra Pages		\$ 15.00 each	
Total # of Advertisers on substitution pages and/or extra pages		\$ 6.25 each	
Total # of Directory Ads on substitution pages and/or extra page		\$ 1.20 each	
Total of New Logo Scans		\$ 15.00 each	
Clear Plastic Covers packaged separately to be inserted by customer		\$ 0.50 each	
Other			
4. Payment Information: To begin processing your order,		TOTAL PRICE	\$

payment or purchase order must be included with this order form.

Please send in ALL FOUR order form pages and check or money order made payable to:

Gordon Bernard Company, LLC. | 22 Whitney Drive | Milford, OH 45150

5. Customize The Cover: Pocket Planners allow you to customize the front and back outside covers and the front and back inside covers. In this section of the order form, indicate with an "X" the options you will be using. As you select your items, refer to pg. 7 of the Pocket Planner Brochure for further information on how to submit your artwork.

Outside Front Cover

☐ If all cover is the same as last year, check here and omit this section. *We will update the year.*

Outside front cover layout: (check one) ☐ Horizontal ☐ Vertical

What do you want on the front cover? Check the appropriate boxes:

- ☐ Color Photograph
- ☐ Color Logo, Emblem, Artwork
- ☐ Single Color Logo _____ (see color below)
- ☐ Text Copy _____
Black Ink unless other requested Other _____ (see color below)
- ☐ Cover Background Color
White unless other requested Other _____ (see color below)

Outside Back Cover

☐ If all cover is the same as last year, check here and omit this section.

Outside back cover layout: (check one) ☐ Horizontal ☐ Vertical

What do you want on the back cover? Check the appropriate boxes:

- ☐ Color Photograph
- ☐ Color Logo, Emblem, Artwork
- ☐ Single Color Logo _____ (see color below)
- ☐ Text Copy _____
Black Ink unless other requested Other _____ (see color below)
- ☐ Cover Background Color
White unless other requested Other _____ (see color below)



GOLD



ORANGE



RED



MAROON



PURPLE



DARK BLUE



LIGHT BLUE



GREEN



BLACK

- ☐ Directory Ads Section 6 (indicate color when applicable)
- ☐ Display Ads Section 7 (indicate color when applicable)

Inside Front Cover

☐ If all cover is the same as last year, check here and omit this section.

- ☐ Blank Inside Front Cover
- ☐ Standard "Frequently Called Numbers" Page
- ☐ Text – Attach separate sheet of paper with text to be printed
- ☐ Directory Advertising – Complete section 6 of this order form
- ☐ Display Advertising – Complete section 7 of this order form

See page 7 in the Pocket Planner Brochure for instructions on how to submit photos, logos, and artwork for the cover and advertising.

Inside Back Cover

☐ If cover is the same as last year, check here and omit this section.

- ☐ Blank Inside Back Cover
- ☐ Text – Attach separate sheet of paper with text to be printed
- ☐ Directory Advertising – Complete section 6 of this order form
- ☐ Display Advertising – Complete section 7 of this order form

6. Directory Advertising:

☐ Your Pocket Planner may include Directory Ads and/or Category Headings. If choosing this option, please submit the information using the section below, or list these items on a separate computer generated form in the format shown below. Category Headings should appear in ALL CAPS, while business ads and phone numbers should appear in traditional print. For Directory Ads/Category Headings appearing on the outside back cover that require an ink color other than black, please indicate the ad color for each ad. Refer to the Pocket Planner brochure to see an example of directory advertising.

☐ If Directory Ads/ Category Headings are the same as last year, check here and omit this section.

Ad Name/Category Heading	Phone #	Ad Color	Ad Name/Category Heading	Phone #	Ad Color
1. _____			16. _____		
2. _____			17. _____		
3. _____			18. _____		
4. _____			19. _____		
5. _____			20. _____		
6. _____			21. _____		
7. _____			22. _____		
8. _____			23. _____		
9. _____			24. _____		
10. _____			25. _____		
11. _____			26. _____		
12. _____			27. _____		
13. _____			28. _____		
14. _____			29. _____		
15. _____			30. _____		

7. Display Advertising:

Your Pocket Planner may include Display Advertising. If choosing this option, please use page 6 to submit the necessary information for each ad. You may enclose an example (i.e. business card) or submit the ad on your own computer generated form using the format shown on page 6 for reference. For Display Ads appearing on the outside back cover requiring an ink color other than black, please include a sample of your preferred color with specific instructions for each ad. Refer to the Pocket Planner Brochure page 7 for further information on how to submit your artwork.

Display Advertising

☐ If all advertising is the same as last year, check here and omit this section.

CHECK CORRECT BOX

NEW ☐

CHANGED ☐

SAME ☐

☐ New Logo to be scanned

AD PLACEMENT:

- ☐ Place this ad on the inside front cover – black ink only.
- ☐ Place this ad on the inside back cover – black ink only.
- ☐ Place this ad on the outside back cover – black ink only.
- ☐ Place this ad on the outside back cover – using color ink.
Specific instructions and example required

CHECK CORRECT BOX

NEW ☐

CHANGED ☐

SAME ☐

☐ New Logo to be scanned

AD PLACEMENT:

- ☐ Place this ad on the inside front cover – black ink only.
- ☐ Place this ad on the inside back cover – black ink only.
- ☐ Place this ad on the outside back cover – black ink only.
- ☐ Place this ad on the outside back cover – using color ink.
Specific instructions and example required

CHECK CORRECT BOX

NEW ☐

CHANGED ☐

SAME ☐

☐ New Logo to be scanned

AD PLACEMENT:

- ☐ Place this ad on the inside front cover – black ink only.
- ☐ Place this ad on the inside back cover – black ink only.
- ☐ Place this ad on the outside back cover – black ink only.
- ☐ Place this ad on the outside back cover – using color ink.
Specific instructions and example required

CHECK CORRECT BOX

NEW ☐

CHANGED ☐

SAME ☐

☐ New Logo to be scanned

AD PLACEMENT:

- ☐ Place this ad on the inside front cover – black ink only.
- ☐ Place this ad on the inside back cover – black ink only.
- ☐ Place this ad on the outside back cover – black ink only.
- ☐ Place this ad on the outside back cover – using color ink.
Specific instructions and example required

Styles of Advertising

Display Advertising

The information put in a display ad is similar to the information one would put on a business card. Display advertising usually includes the business name, address, phone number, as well as logos and advertising copy.



Directory Advertising

Directory ads are set up differently than display ads. They include the name of the business and a phone number. Directory advertising can also be sorted by category headings.

Be sure to complete Section 6 or 7 in the Pocket Planner Order Form if you are using advertising on the cover of your Pocket Planner.

ACCOUNTANTS		
Evergreen Tax Service	472-3985	
Joe Rippe, CPA	583-6825	
AIR CONDITIONING		
Buff Electric	583-7905	
Pierce Refrigeration	583-9077	
BANKS		
State Bk. of Richland	537-6274	
First Sav. Bank	465-8200	
DENTISTS		
Tim Pohlman, DDS	587-2580	
Charles Pope, DDS	537-8574	
DRUG STORES		
Elm Square Pharmacy	471-6806	
Westport Pharmacy	472-3397	
ELECTRIC SERVICES		
Ralph's Electric	646-8814	
James W. Arwood Elec.	646-6252	
FUNERAL HOMES		

Planner Price Chart

Minimum order is 100 calendars

Quantity	Monthly	Weekly
100	\$3.09	\$5.06
200	\$2.31	\$4.11
300	\$2.11	\$3.51
400	\$2.01	\$3.21
500	\$1.90	\$2.97
600	\$1.78	\$2.68
700	\$1.74	\$2.63
800	\$1.69	\$2.58
900	\$1.67	\$2.50
1000	\$1.59	\$2.39
1500	\$1.56	\$2.31
2000	\$1.54	\$2.23
2500	\$1.53	\$2.19

Over 2500 – Call for a quote

*Contact your Sales Representative for Fire Shift Prices.

Artwork Guidelines

PHOTOS

- 300 dpi or dots per inch at print size (minimum 7 inches wide)
We prefer the original unaltered file from the camera when possible
- Original traditional photographic prints for scanning
- If you are doing your own scanning, please make sure to scan at a minimum of 300 dpi at print size
- Save as a jpg, tiff or eps

ARTWORK AND LOGOS

- Graphics and Images: 300 dpi at finished size
- Line Art: 600 dpi at finished size
- Save as jpg, tiff, eps
- Graphics and Line Art can also be submitted as Adobe Illustrator eps or ai files

SENDING YOUR PHOTOS AND ARTWORK

ACCEPTABLE MEDIA:

- CD or DVD – Mac or Windows
- USB FLASH DRIVE – Mac or Windows be sure to identify your group, city and state and the account number

ELECTRONIC TRANSFER:

- Website upload: click on the send a file button on the home page at www.gordonbernard.com and follow instructions (preferred method). Or click on File upload when logged into EZO
- Email: artwork@gordonbernard.com (Please do not downsample or resize your photos when emailing) Be sure to identify your group, city and state and the account number

Additional Information

Copyright Policy

If the content you are using for your picture subject is protected by copyright, you must obtain permission from the appropriate party allowing us to reprint the photo/artwork.

Acceptable Submissions:

- Completed picture release form found on our website at www.gordonbernard.com/Resources/Forms.aspx
- Written letter granting Gordon Bernard Company permission to reprint photo/artwork with appropriate signature and date. Your organization should be referenced.

Retouching Requests

You may want to digitally alter or remove unwanted items from your picture. If this is the case, please include specific instructions on page 4. A customer service representative will contact you to verify the details of your request and discuss additional charges involved.

Collage

You may create a collage and submit it as one picture. There will be an additional charge if you send us multiple pictures and ask us to create a collage for you.



GORDON BERNARD COMPANY, LLC
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www.gordonbernard.com
Office Hours: Mon – Fri 8:00 a.m. to 4:30 p.m. EST

We will always acknowledge an e-mail during the next business day. If you don't receive a reply from us, we probably didn't receive your e-mail.

ADAM HEUER

22 Whitney Drive
Milford, OH 45150
800.531.1484 ext. 144
513.248.7606 Fax
aheuer@gordonbernard.com

**AK, CO, CT, DE, FL, HI, MA, MD,
NJ, NY, OR, RI, WA**

TRACY MARINO

22 Whitney Drive
Milford, OH 45150
800.531.1484
513.248.7606 Fax
tmarino@gordonbernard.com

AL, GA, ID, IN, ME, MS, NE, NH, SC

CHIA (KIA) MENCHEN

22 Whitney Drive
Milford, OH 45150
800.531.1484
513.248.7606 Fax
cmenchen@gordonbernard.com

KY, MI, OH, TN

KARYL MENCHEN

22 Whitney Drive
Milford, OH 45150
800.531.1484 ext. 121
513.248.7606 Fax
kmenchen@gordonbernard.com

**AZ, CA, MT, NC, NV, PA, UT, VA, WV,
WY**

ADAM MITCHELL

22 Whitney Drive
Milford, OH 45150
800.531.1484 ext. 104
513.248.7606 Fax
amitchell@gordonbernard.com

**AR, DC, IL, KS, LA, MO, NM, OK, TX,
VT**

RICK PETERSON

28725 Prairie Rose Lane
Red Wing, MN 55066
651.388.6812 & Fax 651.385.0030
800.658.2453 Toll Free
rickpeterson@kmwb.net

IA, MI-UP, MN, ND, SD, WI