

# CALENDARS\_FOR\_2008

## Proposal as of 15 Oct., 2006

### History.

2006 calendars = 3500 copies @\$1.95 = \$6,825

2007 calendars = 2500 copies @ \$2.06 = \$5,150  
Layout and mailing proofs \$900  
Total = \$6,050

(Storefront sold approximately 1500 calendars from Dec.'05 to March.'06)

2008 calendars = 2500 copies @ \$2.06 = \$5,150  
(OPTION 3000 copies) @ \$1.76 = \$5,280 (\$130 on 500 calendars)  
Layout and mailing, Oakland, CA \$900  
Total \$6,050

### RECOMMEND PRINTING 2000 CALENDARS AT APPROX. \$6,000

Budget?? -----\$6200

### Remarks.

**Delivery:** Last year, the calendars did not arrive at the Storefront until late November. This year, delivery was in mid Sept. Hopefully, the 2008 calendar can be delivered in springtime – we can shoot for convention time but don't hold your breath.

**Comments:** Exceptional quality. 360 dots per inch compared to 300 dpi in USA  
Slow delivery – 6 to 8 weeks on container ship. Hong Kong to Seattle.  
Quality control on photos is no problem with high resolution digital.  
Scanned slides are a problem if color correction is needed, both time and money.

### Marketing?

Last year, I took 10 calendars into our local Garden Center (they know me) and offered them “ON CONSIGNMENT” in December. I went back at the end of December and they were all gone. This year, they want twice as many. (Same happened with the Turner Publishing 12” x 12” calendars). This year, I have them in 3 garden centers on consignment.

### TURNER PUBLISHING: 12” x 12” Calendars (no cost to AIS)

We received less than \$200 on 5% royalties from retail sales in spring of 2006.

This year, we are getting 10% royalty and calendar price has been reduced – see July Bulletin. Their intent was to service the wholesale market.

Turner Publishing indicates that if we don't get better sales this year, there won't be a next year.