

# Coupon Calendars of Idaho

P.O. Box 1081  
 Caldwell, ID 83606  
 (208) 602-3524 or (208) 412-9558



## 2009-2010 Calendar Pricing

Nampa Calendar Zip Codes: 83651, 83686, 83687  
**Circulation: 30,000**

Caldwell Calendar Zip Codes: 83605, 83607, 83644,  
 83656, 83660, 83676  
**Circulation: 25,000** (Caldwell, Middleton, Parma, Notus, Wilder)

The cut-off date for the 2009-2010  
 Coupon Calendar is May 31, 2009

- A) Top Display Power Spot 13¢
- B) Top Display Corner Spot 9¢
- C) Top Display Side Spot 8¢
- D) Top Display Small Spot 5¢
- E) 1/4 Page Under-Calendar Ad 1¢
- F) Coupon Space (1st Spot) 2¢
- Additional Coupon Spots 1¢



Rate card reflects cost per home - Multiply ad rate by distribution count for final cost.

Calendars are mailed on or about July 31st through the U.S. Post Office.

Exclusivity options are available.

## For more information contact us at:

**Jim Long - Area Sales Director**  
 208-602-3524 (Cell)  
 jim@couponcalendarsofido.com

**Joe Rowley - Publisher**  
 208-412-9558 (Cell)  
 joe@couponcalendarsofido.com

# **Finally!** An advertising product that lasts

*Coupon Calendars of Idaho offers your business:*

## **A whole year of exposure**

- Most calendars are kept in the kitchen, on the refrigerator with a *strong magnet* (so it stays put)

## **Mailed directly to homes through the US Post Office**

- Reach *thousands* of potential customers in your area, 80% of whom will keep and use the calendar

## **Useful calendar means continual exposure**

- With community events, emergency numbers and school information, not to mention over 140 coupons worth thousands of dollars, people use the calendar and flip through it looking for deals

## **Low Price • Exceptional Value**

- 85% renewal rate because of customer satisfaction — It really works!

*Where do you want your advertising message to be seen?*



**12 months of exposure**

**or**



**Sometimes only 12 seconds**

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## What do customers say about the Coupon Calendar?

"I look at it everyday and actually get to use some of the coupons. Unlike some coupon books that do have places you every use or go to." — **Brittany; Nampa**

"We love it, it allows us to shop places we probably wouldn't otherwise." — **Rikki; Caldwell**

"I love this idea. We had it in Provo and we used it often. Thanks. It makes it convenient to keep your coupons together!" — **Suzanne; Nampa**

"A great idea! I found businesses that I didn't know existed and coupons for many that I will use. The school schedules and community activities are helpful." — **Sandi; Nampa**

"I really like it. I will check it every week to see what my family can save." — **April; Caldwell**

"The Calendar looks great, and the magnet on the front is a great added convenience." — **Jessica; Nampa**

"I like the calendar a lot. Unlike the coupon pages, it is less likely to get thrown away and is great for finding new places to try out." — **Leah; Caldwell**

"I think its great, not only do I get a calendar (that we all need), I got it for free and with money saving coupons. I also love the fact that you post on there the days the kids are out of school (we don't have to keep all the notes posted on the fridge for no school days) Who can beat this deal, I think you have a great thing going here and I thank you for your calendar." — **Ryan; Nampa**

## Reference Letters

### **Postal Annex • 174 E. Maine Avenue • Nampa (208) 468-3114**

Joe,

I just wanted to let you know how pleased I am with the response I have had from the coupon calendar. Since our coupons are located later on in the year I did not expect to see any for a while, but I started to get coupons coming in as soon as the calendar came out in December. It has brought me several new customers already. Thanks *Anita Hegerhorst (Owner)*

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### **Perfect Tan • 826 East 800 North • Orem (801) 802-TANS**

Dear Richard

Just to give you an update and let you know how my first year has gone so far with your calendar. I have been very happy with the results. **As of July 1st I have redeemed to date over \$5,500 worth of coupon business from the calendar.** I also noticed that **over 60% of the coupons redeemed** were from new clients. Not only did it bring in new clients but also many became regular clients spending more money on passes and lotion. I can tell you that the total dollar amount has more than doubled putting me over \$12,000 for the first half of this year. I am very pleased with the results, I have tried all kinds of mailers from Val-Pak, Doorknocker's, Newspaper Inserts, and Mailbox inserts. Your calendar has been my best form of advertising for the dollar. Have anyone call me at 801-361-6273 and I will back up my claim. Thanks again and I look forward to next years calendar. *Harvey Woodyatt (Owner)*

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### **Kentucky Fried Chicken • 1045 North Main • Spanish Fork (801) 798-2420 (801) 604-0955**

To Whom It May Concern:

We did our first advertising with the Family Coupon Calendar for January 2005. They have worked out great. We have seen many new customers. As of today we are **getting about 10-15 coupons during our dinner rush and 4-5 during our lunch rush. It has made a big difference in our business.** If you have any questions please give me a call. Thank you *Justin (Store Manager)*

## Reference Letters

### **El Cabo Grill • 456 E. State St. #1200 • American Fork, Utah 84003**

To Whom It May Concern:

I have been using Family Planners Advertising for one year. My coupon return is approximately \$14,000 in sales for one year.

I just renewed their service in July of 2002. I also added another business I own in Provo and expanded my distribution into Orem.

**This has been a great benefit to my business**

*Don (Owner)*

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### **Memory Lane • 1653 N. State • Orem (801) 226-1159**

To Whom It May Concern:

Just a note to let you know, advertising in the Family Planner Calendar is the **Best advertising we have ever done**. We receive **five to nine coupons everyday, all year long**.

We have advertised in other local mediums such as Val-Pak, Money Mailer, Advo, Newspapers and Flyers and the results we have gotten from your calendar is far superior.

I have seen a great increase in our business since advertising with your company and I look forward to doing business with you in the future. Thank you *Christene Christensen (Owner)*

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### **Paper Daisy • 222 East University Pkwy • Orem, Utah (801) 356-2299**

To Whom It May Concern:

I am writing this letter to let you know how grateful we are for the Family Planners Calendar program. We absolutely love the advertising that we receive from you. **This is by far our best form of commercial advertising. We receive about 5-10 coupons a day** from the calendar. There is no way that I would consider not renewing my advertising contract with you each year.

If you have clients who are in need of a recommendation for the calendar, please do not hesitate to have them contact either myself or Courtney Little, my manager for a reference. Thanks for all the time and effort that you put into the calendar each year.

Sincerely *Alona Reynolds (owner)*

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### **Health Essentials Nutrition Center • Spanish Fork, Utah**

To Whom It May Concern,

My name is Rebecca and I have been the store manager for Health Essentials Nutrition Center in Utah for 6 years now. Since day one, I have tried numerous forms of advertising including, newspaper ads in several large and local papers, movie ads, ads in grocery stores, and fliers, to name a few. We have rarely had a response on any of the coupons we have tried throughout the years. I was first hesitant to try advertising in the coupon calendar, but having used the coupon calendar in my own household, I decided to try one coupon in the calendar.

**Within days of the calendar being out, I started to see coupons being brought into my store.** What excited me even more, was that many of the customers that were using my coupon were first time customers, and now customers for life. During that year, **I have received hundreds of coupons from the calendar.**

I just renewed our coupons to the 2007 calendar. This time, I decided to put 3 coupons throughout the calendar. This year, I started receiving coupons from customers the day they received their calendars. I continually see new faces bringing in the coupons, and I am still amazed at how many I receive on a daily basis.

Now, the coupon calendar is my main source of advertisement, because it is the only source that WORKS! It is truly the best deal for my return!

Thank you, *Rebecca Shepherd; Manager Health Essentials Nutrition Center, Spanish Fork, UT*