

# circulars, mailers & calendars

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The layout of circulars and mailers is time consuming and requires a certain attention to detail.

Baseline is capable of working to tight, restrictive deadlines. This allows you to change items including basic layout principles up to the last moment without compromising either deadlines or quality.

### Marketing with Calendars

Personalise business calendars with more than just your business name. Make an impression every day of the year.

Highlight local hot spots. Use photos related to your business or your locality. Purchase or take your own photos of local landmarks, festivals, and historic sites, or Baseline can do it for you.

Sell yourself month after month. Make your calendar double as a portfolio. Feature your product/ services in the calendar. Is your business landscaping? Get permission from your satisfied customers to feature their yards in your calendar, along with notes and tips.

Send monthly reminders. Guarantee that your name is seen month after month. Instead of sending out a yearly calendar in December, send a postcard calendar or a bookmark calendar each month of the year (a week or two ahead of time).

