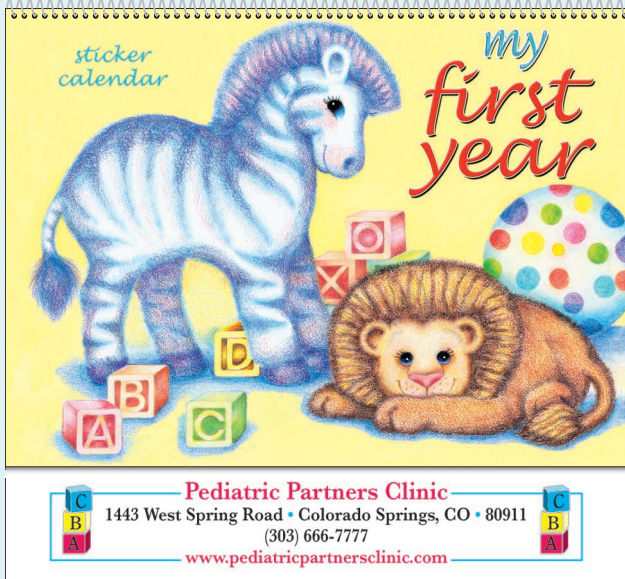


My First Year™ Scrapbook Calendar A Case History



Sample of inside page



Colorful sticker sheet included

The undated My First Year Scrapbook Calendar was a great gift for the first time moms-to-be who participated in the birthing class preparing for the arrival of their new bundle of joy. The Pediatric Partners Clinic appreciated that the calendar was a gift that the baby wasn't going to outgrow and could become a keepsake for years to come. By keeping their name in front of the parents for the first year, it also reminded them to participate in the baby wellness program.

The undated My First Year Scrapbook Calendar is a great option for the following types of businesses:

- Hospital Gift Shops
- Wellness Programs
- Maternity Stores
- Hospital Units (Pediatrics, Birthing, Prenatal, etc.)
- Daycare Centers
- Human Resource Departments
- Insurance Agencies
- Birthing Classes

- Calendar Size: Open 10 7/8" x 18"; Closed 10 7/8" x 10"
- Imprint Area: 10" x 1 5/8"
- Non-dated, spiraled calendar
- Weight: 26 lbs. per 100
- FOB St. Paul, MN 55107

- Change of copy: \$20.00 (G)
- Envelopes: Loose: 16¢ ea. (G) Inserted: 26¢ ea. (G)
- Packaging options – Catalog page 134

This non-dated calendar allows parents to document important milestones during the first year of their baby's life. The calendar features easy-to-fill-in pages and includes colorful stickers.

Each month highlights a subject/topic of interest:

- | | |
|------------------------------------|--------------------------------|
| 1st Month: Birth Announcement | 8th Month: Family Pictures |
| 2nd Month: Pictures and Footprints | 9th Month: Relatives |
| 3rd Month: Visitors and Gifts | 10th Month: Trip/Holidays |
| 4th Month: Birth Certificate | 11th Month: First Haircut |
| 5th Month: Religious Ceremony | 12th Month: Family Tree |
| 6th Month: Baby's First Home | 13th Month: 1st Birthday Party |
| 7th Month: Favorite Things | |

Quantity	100	250	500	750	1000	2500	
Thru 6/1/2017	2.95	2.83	2.73	2.60	2.49	2.38	
Thru 9/1/2017	3.34	3.18	3.06	2.96	2.83	2.73	
After 9/1/2017	3.56	3.30	3.18	3.06	2.96	2.83	6C

ONE-COLOR IMPRINT INCLUDED; Multi-color imprint: 20¢ (G)



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