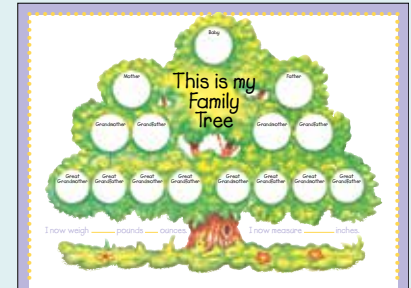


# My First Year™ Keepsake Calendar A Case History



Available Option: 0351 (No Ad Copy)



Sample of inside page



Colorful sticker sheet included

The non-dated My First Year Keepsake Calendar was a great gift for the first time moms-to-be who participated in the birthing class. The Pediatric Partners Clinic appreciated that the calendar was a gift the baby wouldn't outgrow. It will also keep their name in front of the parents for the first year reminding them to attend the baby wellness program.

The non-dated My First Year Keepsake Calendar is a great option for the following:

- Hospitals
- Wellness Programs
- Maternity Stores
- Gift Shops
- Human Resource Departments
- Insurance Agencies
- Birthing Centers
- Daycare Centers

Each month highlights a subject/topic of interest:

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

- Calendar Size: 10-7/8" w x 18" h open;  
10-7/8" w x 10" h closed
- Imprint Area: 10" w x 1-5/8" h
- Non-dated, spiraled calendar
- Weight: 26 lbs. per 100
- FOB St. Paul, MN 55107
- Change of copy: \$20.00 (G)
- Envelopes:  
Loose: 18¢ ea. (G)  
Inserted: 33¢ ea. (G)
- Other options –  
Catalog page 130

## My First Year #981

Quantity	100	250	500	750	1000	2500
<b>Thru 6/1/18</b>	<b>3.04</b>	<b>2.91</b>	<b>2.81</b>	<b>2.68</b>	<b>2.56</b>	<b>2.45</b>
Thru 9/1/18	3.44	3.28	3.15	3.05	2.91	2.81
After 9/1/18	3.67	3.40	3.28	3.15	3.05	2.91

ONE-COLOR IMPRINT INCLUDED (Black or Standard Color, catalog page 128)



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