



A.I.M.'s Custom Calendars promotes your message to employees 365 days a year whether it is Safety, Health, Environmental or HR issues. Let A.I.M. run a drawing contest with your employees' children/grandchildren from which your calendars can be created.

Another approach would be to take pictures of your worksite and let us insert them into your own customized calendar. The following shows step-by-step how a contest can be run.

**1 The Posterboard Packet:** We'll design a letter, posterboard and envelope guaranteeing employee participation, because it gets where it needs to be — HOME! How? A.I.M. prepares it for you. A three color letter (we'll get their attention) and two posterboards are printed on a special white paper to ensure great reproductions. Posterboards come with complete rules, regulations and suggested drawing topics for each age group. We have perfected the topics over the last couple of decades.

The AIM safety calendar promotes creativity and safety in what the kids are creating. It also engages them in good safe ethics at an early age. The parents enjoy this program because it gives their children a chance to be in the spotlight. It encompasses the idea of safety being number one."

- **Mark Marchi**

"The safety calendar by AIM is the best. We can put shift schedules on the calendar so the employee's family can see when the employee has to work. The calendar also gets the employees into safety at work, home, play, and during recreation."

- **Willis Spotts, Honeywell**

"We love it, it's a fantastic project. The AIM safety calendar takes safety off of the job and involves the employee's kids."

- **Gordon Sutherland, KAMA Corporation**

"Our employees look forward to the AIM safety calendar and were wondering when it would start again..."

- **Kathy Towle, L.L. Bean**

"The AIM safety calendar brings safety from the home through the children...it's successful because the kids are involved."

- **Anonymous**

"The employer can put holidays, shift schedules, etc. on the AIM safety calendar. Also, the employees were happy that their kids got to participate in a safety program."

- **Billy Garret, Motiva**

"The safety calendar was wonderful, the employees at AIM are always very helpful."

- **Pamela Armbrust, B P Exploration**

"The AIM safety calendar allows both the employee and their family to participate...it teaches safety to the employee and the spouse. The employer is able to put the shift schedules on the calendar so the family always knows when the employee is working."

- **Judie Petersen, Equistar**

"I think that the safety calendar is great and I hope that AIM keeps it up."

- **Tina Younge**

"The AIM safety calendar involves everyone. It gives recognition to both the employee and the child. It also gives the child a sense of ownership."

- **Annette Cima, Weyerhaeuser**



# Custom Calendars

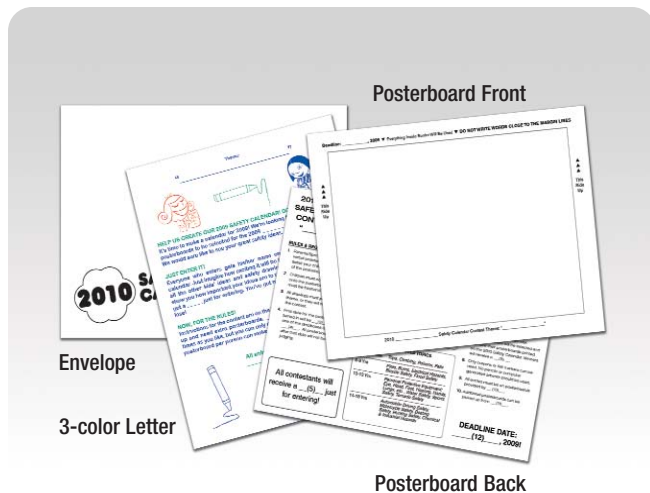
Each packet includes: 2 Posterboards, 1 Letter, & 1 Envelope.

Packet . . . . . \$0.98 ea  
 Packet Set-up . . . . . \$58.00

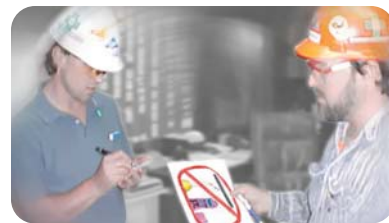
Packets can be distributed at your worksite. Or, to make things even easier, let us send the packets to each individual employee's home address using First Class Mail. All you need to do is provide us with the mailing list via email (MS Excel spreadsheet).

...or you can choose the Posterboards only (distributed at your worksite).

Posterboards Only . . . . . \$0.18 ea  
 Posterboard Only Set-up . . . . . \$35.00



**2** The contest should last 3-6 weeks. We suggest starting the contest in mid-August (when most children have begun school) while we have them in "homework" mode. The rules and regulations on the Posterboard should designate a place/person to turn the entries in by a specific date.



**3** Once all entries are collected, we recommend letting a local community organization or A.I.M.'s qualified graphic artists do the judging. Either way, the entries should be sent to A.I.M. for set-up. A pre-production calendar proof will be shipped to you for final approval before production begins.



**4** In the meantime, you should announce the contest winners and award all participants and winners. Why not award your participants with a full-color t-shirt or tote bag with their very own artwork imprinted right on it? These are great examples of an excellent way to advertise your message outside of the company! This involves a one-time set-up charge of \$35.00 and the 50/50 t-shirts are only \$7.50 each. We also can help find an award for any price range!



**5** Calendars are then distributed from your worksite or we can do a First Class mailing directly to your employees' home.



# Custom Calendars

## OPTIONS

We thrive on making things unique and useful to our customer-YOU! Add on your Company Holidays, Shift Schedules, Company Paydays, and/or children's photographs along with their entries. Upgrade your calendar to 24 or 48 winners to include more participants. If your affiliated with VPP, select our VPP Upgrade so that a VPP Management Principle is covered every month (On- & Off-The-Job Safety). Add on the All-American Upgrade to show 4 alternating patriotic backgrounds or add on your very own photo(s) as a background. Insert "Safety Sundays" to your calendar which are alternating safety messages displayed on every Sunday. Available to you are the Large, Regular and Flip-It (36-Winner) calendar for those on a stretched budget.

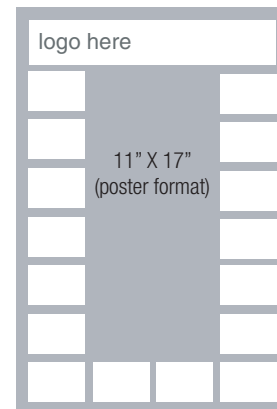
### REGULAR



### LARGE



### FLIP-IT



### REGULAR CALENDARS (5.5" x 8.5" closed)

- 12 Full Color Reproductions of Drawings Received
- Full Color Custom Cover

QUANTITY	PRICE
100	\$ 905.00
250	\$1320.00
500	\$2170.00
750	\$3015.00
1000	\$3860.00

\* Over 1000 - Call for Special Pricing \* Freight Not Included



### FLIP-IT CALENDARS (11" x 17")

- 36 Full Color Reproductions of Drawings Received
- 12 Safety Messages (one at the bottom of every month)
- Your Company Logo on Both Sides

QUANTITY	PRICE
50	\$ 523.00
100	\$ 607.00
250	\$ 825.00
500	\$1200.00
750	\$1415.00
1000	\$1785.00

\* Over 1000 - Call for Special Pricing \* Freight Not Included

### LARGE CALENDARS (8.5" x 11" closed)

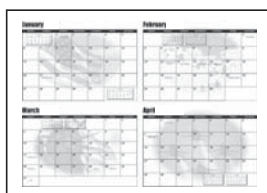
- 12, 24, or 48 Full Color Reproductions of Drawings Received
- Full Color Custom Cover

QUANTITY	PRICE
50	\$ 995.00
100	\$1378.00
250	\$2300.00
500	\$4065.00
750	\$5175.00
1000	\$6880.00

\* Over 1000 - Call for Special Pricing \* Freight Not Included

### VPP Upgrade

Upgrade your calendar with the Principles & Elements of VPP. Every month features different principles and elements so that all are covered. Promote Off-the-Job Safety and VPP 365 days a year with the same calendar.



### All-American Upgrade

To show your patriotism, upgrade your calendar with these 4 alternating backgrounds. (Waving Flag, Mt. Rushmore, Statue of Liberty, and Blue Angels)

### LARGE & REG CALENDAR UPGRADES

24 Winners	\$485.00	Company Holidays	No Charge
48 Winners	\$650.00	Children's Photos (per 12 photos)	\$350.00
Safety Sundays	\$175.00	All-American Upgrade	\$50.00
Shift Schedules	\$390.00	VPP Upgrade	\$150.00
Company Paydays	\$125.00		