

# Calendars do their job every day.

A year-round tool for building your business.

Photo calendars – printed in full color on the Xerox® Color C60/C70 Printer or in black and white on the Xerox® D Series Copier/Printer or Printer – offer a business-building opportunity every day.



Xerox® Color C60/C70 Printer



Xerox® D Series Copier/Printer

## The Opportunity

Calendars are no longer just a once-a-year print job. With the ability to start them at any month, businesses and organizations can use them at any time to promote their brands, build customer loyalty, generate fundraising dollars, and more. Maybe that's one reason why promotional calendars are a \$1.5 billion and growing industry in the U.S. and worldwide. Today's digital printing technology makes them a picture-perfect opportunity for you, too.

## The Xerox Advantage

With the color, quality, and speed of the Xerox® Color C60/C70 Printer and the monochrome excellence and economy of the Xerox® D Series Copier/Printer or Printer, you can print promotional calendars that meet your customers' quality and cost needs.

These versatile print engines deliver consistent, crisp 2400 x 2400 dpi images at speeds up to 70 ppm color and up to 136 ppm black-and-white. So photos will reproduce with award-winning digital quality, providing pleasing results. And you can satisfy multiple price points, providing calendars that are full color, monochrome only, or a combination of the two – such as with a color cover and monochrome pages inside.

A wide range of inline finishing choices makes it easy to bind and finish a signature booklet as a promotional calendar, whether the end product calls for saddle stitching or coil binding using the GBC® AdvancedPunch.

Plus, the Xerox® Color C60/C70 Printer and Xerox® D Series Copier/Printer or Printer offer you the flexibility to quickly and easily create a variety of other applications, from booklets and brochures to yearbooks, postcards, specialty media applications, and more.

# Photo Calendar Application Brief

## Production Notes

In this example, a school's sports fundraising club uses a photo calendar to create a moneymaking fundraiser. By selling ad space at the back of the calendar, the club could offset production costs.

### Workflow / Software:

Adobe® InDesign® CS5

### Print Engine:

Color pages – Xerox® Color C60/C70 Printer

Monochrome pages – Xerox® D Series Copier/  
Printer or Printer

### Finishing:

Inline GBC AdvancedPunch or saddle stitched  
and then square fold trim

### Number of Pages:

28 pages

### Media:

Xerox® digitally optimized paper

### Finished Size:

8.5 x 11 in. / A4



Calendar with square fold and face trim using  
Xerox® SquareFold® Trimmer Module



Calendar with coil binding using GBC  
AdvancedPunch



1

Calendars can be produced in full color, full monochrome, or a combination that has a color cover and monochrome pages inside

2

Signature-booklet format is easy to produce and finish

3

A variety of finishing options gives your customers more choices and provides a professional finish to the calendar

