A Valuable Marketing Tool

- Display your name and veterinary services for 365 days a year.
- A great holiday gift for your clients.

Two pages in the calendar feature diagrams of the equine anatomy and digestive system.

The back cover features a chart which is useful for recording important health dates.

Order Soon!

Why Choose Calendars To Carry your Advertising Message?

On average, a person looks at a calendar 12 times a day, 84 times a week. After 365 days, your brand will leave a definite impression: 4,380 times!

EXPOSURE: 99% of all homes and virtually 100% of all businesses use at least one calendar.
LOYALTY: 85% of businesses purchase the products or services of the advertiser who supplied them with a calendar.
RECALL: 94% of all business people can recall the advertising message on their calendars.
INTERACTIVE: 65% of all home calendar users and business people note appointments on their calendars.
A Valuable Marketing Tool

- Display your name and veterinary services for 365 days a year.
- A great holiday gift for your clients.

Size: 12 7⁄8" x 20 1⁄2" open
12 7⁄8" x 11 1⁄4" Closed

• Two pages in the calendar feature diagrams of the equine anatomy and digestive system.
• The back cover features a chart which is useful for recording important health dates.

ALWAYS A NEW, EXCITING IMAGE SELECTION!

A generous portion of the 2018 Horse Sense Calendar proceeds is donated to the AAEF Foundation, Inc.

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**2018 Horse Sense Calendar Program Information**

**Open Now!**

**Calendar Co-op Center**
P.O. Box 8000, Sleepy Eye, MN 56085

**FAX:** 800.206.2977
**CUSTOMER SERVICE PHONE:** 800.833.8136

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**Dear AAE Member,**

The 2018 AAE Horse Sense Calendar is hot off the press … and it looks great! As you know from seeing and using it in the past, this is an executive-style calendar with exciting photographs.

Your clients will love the calendar; it is not only attractive but useful as well. The calendar displays day-to-day information, along with many informative articles that they can use to keep track of important dates.

When horse owners love these calendars, they cannot get one unless you give them one … with your name and clinic/practice name printed boldly on the back. The calendar will be a constant reminder every day in 2018 that you care about their horses and their health and that you are ready to provide your professional services when needed.

There's no better way to thank your clients for their business than giving them one of these beautiful, economical calendars as a holiday, year-end or new year's gift. They will remember you with each gift.

Sincerely,

Richard D. Mitchell, DVM, MBA, CVT, Dipl ACVS
AAEP Foundation Chairman

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**CUSTOMER INFORMATION**

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**PAYMENT METHOD**

- Check enclosed (payable to Calendar Co-op Center)
- American Express
- Visa
- MasterCard

**Grand Total**

Price includes ground shipping within the USA and Canada. Canadian Taxes will be invoiced. Call for additional charges on foreign or expedited shipping. Orders received after 11/1/2017 are subject to stock availability.

**Imprint Info**

- 1st Line (Practice Name)
- 2nd Line (Address, City, State, Zip)
- 3rd Line (Phone, Fax, E-mail)

**Send Order To**

Calendar Co-op Center 125 Horse Sense Calendar Programs 11502 Box X, Horse River, MN 56085 FAX: 800.206.2977 CUSTOMER SERVICE PHONE: 800.833.8136