



3-MINUTE IDEA EXCHANGE

2022 3RD PLACE Tie

Calendars – Sara Schultz

For the past 12 years the staff at the Fillmore County Journal have created and inserted a full run yearly calendar. The calendar is inserted into the publication the week of Christmas – so it sort of serves as a gift to their readers. Extra copies are printed as well and are kept in-house for pickup.

Every month features an attractive photo taken from within their circulation area. The photos are submitted by readers. A \$25 gift card is given to every person that has a photo chosen for the calendar.

Each month of the calendar features size ads. Advertisers can buy one ad for \$200 or they can buy 3 for \$480. The ads are 3.5” wide by 1.5” tall. Note: the calendar is a 13-month calendar good from January of one year through January of the following year.

Sara shared that the calendar is quite easy to share with a number of businesses repeating from year to year. She noted that the calendar is very popular with realtors – so that’s a great place to start if you’re prospecting.

Total ad revenue for the calendar is around \$12,000. If you’re looking for a great product that readers and advertisers alike will love....this is it!!

For more information give Sara Schultz of the Fillmore County Journal a call at 507-765-2151