

# The Accordion Babes Album & Pin-Up Calendar

**A guide to advertising and sales with the  
West Coast's hottest lady accordionists.**

**2011 Edition**

# Target Market

*Our target market is musicians, their families, music fans and accordion enthusiasts everywhere. It's the world's coolest Christmas present for Accordionists.*

- ★ Our pin-ups are sexy, but we stay within limits to appeal to the widest possible audience.
- ★ More than 50% of the people who bought calendars are women.
- ★ Calendars are distributed and displayed in dozens of music stores; many of our fans are musicians.



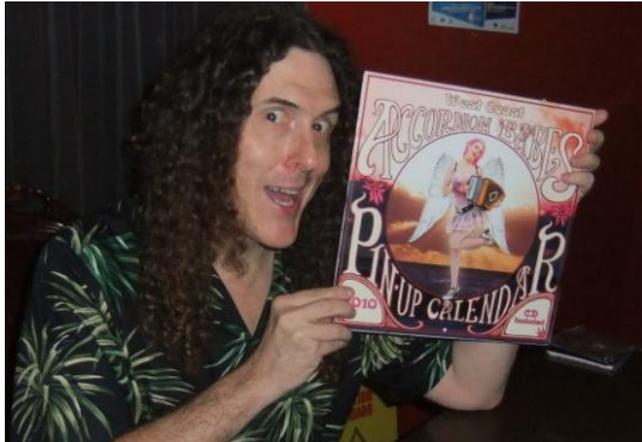
# Distribution

- 15 independent artists sell them at music festivals and venues across the U.S., Canada and Europe.
- Calendar is sold on over 20 websites
- Also sold in over 20 retail stores in San Francisco, Oakland, the greater bay area, Seattle, L.A. , Texas, Florida
- Many hang in radio stations as promotional giveaways



**4,000 copies distributed.**

# Promotion



Weird Al Proudly Mugs with his Accordion Babes Calendar

*Our famous  
accordion-playing fans  
and supporters include  
Weird Al Yankovic,  
Jason Webley and  
Mark Growden.*



We've plugged the calendar on dozens of radio shows:

**NPR, (West Coast Live), KMUD, the KRUSH with Bill Bowker, KSRO's the Drive with Steve Jaxon, KPIG, KALX, & more.**



Past TV promotion includes KOFY TV , KPIX 5 and KRON.

A TV press release is scheduled for the calendar at the Cotati Accordion Festival on August 22<sup>nd</sup> 2010.

# Visual Impressions



Calendars receive thousands more visual impressions than newspaper or magazine ads because they are displayed all year-round on the walls of homes and businesses.

4,000 Calendars will be sold. Approximately 15% will end up in public locations, and 80% in homes.

600 calendars will be on public display, 3200 on private display.

A calendar displayed in public locations will generate roughly 20 viewer impressions in a day. 600 calendars will generate about 20 impressions per day.  $600 \times 20 \times 365 = 4,380,000$

A calendar displayed in a home will generate roughly 1 viewer impression per day. 3200 calendars will generate about 1 impression per day.  $3200 \times 1 \times 365 = 1,168,000$

Total impressions a year-round ad will receive in one year: approx. **5,548,000**

Total impressions a one month ad will receive in one year: approx. **462,300**

# Return On Investment: Advertising

- Bigger ads have more successful impressions.
- One month ads are seen for less time but they are in prime locations.
- See the chart below to compare the Return On Investment (ROI) for different ad sizes.



AdType	Visual Impressions	1 in how many visit	In Store Visits	% Sales	Number of Sales	Profit Per Sale	Value	Cost	ROI
Large Corner Ad	<b>5,548,000</b>	<b>30000</b>	185	<b>75%</b>	139	<b>\$15</b>	\$2,081	<b>1500</b>	39%
Square Corner Ad	<b>5548000</b>	40000	139	75%	104	\$15	\$1,560	1100	42%
Large Center Ad	<b>5548000</b>	50000	111	75%	83	\$15	\$1,248	<b>900</b>	39%
Small Rectangle Ad (4 available)	<b>5,548,000</b>	60000	92	75%	69	\$15	\$1,040	<b>400</b>	160%
1 month 3 space ad	<b>462,080</b>	<b>15000</b>	31	<b>75%</b>	23	<b>\$15</b>	\$347	<b>300</b>	16%
1 month 2 space ad	462,080	<b>20000</b>	23	<b>75%</b>	17	<b>\$15</b>	\$260	<b>200</b>	30%
1 month 1 space ad	462,080	<b>40000</b>	12	<b>75%</b>	9	\$15	\$130	<b>100</b>	30%

# Return On Investment: Calendars

Calendars are available now at discounted rates; buy more copies for better savings. Ordering your copies early and buying an add gets you the best discount. Advertising deadline - July 15<sup>th</sup>. Pre-sale calendar deadline - August 1<sup>st</sup>. Wholesale prices will revert to \$10 after August 1<sup>st</sup>.

Presales before July 15th:	(With ad, before July 15th)	Presales after July 15 <sup>th</sup>
1 - 24 = \$8.50 each	1-24 = \$7 each	1 - 24 = \$10 each
25 - 49 = \$6.80 each	25-49 = \$5.60 each	25 - 49 = \$8 each
50 - 99 = \$5.95 each	50 - 99 = \$4.90 each	50 - 99 = \$7 each
100 plus = \$5.10 each	100 plus = \$4.20 each	100 plus = \$6 each

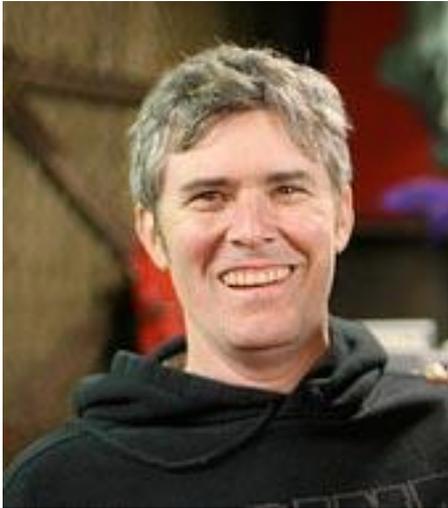
Save 30% on calendars!



The Return On Investment for Calendars is impressive with the discount! Here are some example orders analyzed for profit. (Your ROI gets even better than this if you buy an ad!)

Calendars Purchased	Cost Per Calendar	Profit Per Calendar	Expense	Total Profit	ROI
24	\$8.50	\$11.50	\$204.00	\$276.00	135.3%
50	\$6.80	\$13.20	\$340.00	\$660.00	194.1%
100	\$5.95	\$14.05	\$595.00	\$1,405.00	236.1%
150	\$5.10	\$14.90	\$765.00	\$2,235.00	292.2%

# Testimonial



Kimric Smythe of Smythe's Accordion  
Center in Oakland, CA

Kimric Smythe is a 3<sup>rd</sup>-time sponsor of the calendar.

"I'm really excited about sponsoring the calendar again this year. Last year, I got 40 brand new walk-in customers, 30 orders through my website, and 5 new customers came in for instrument sales and major repairs."

"The ad definitely generated some traffic."

Total cost of ad: \$1,150

Total cost of calendars: \$350

5 new customers spent \$2,200 on instruments and repairs,  
generating \$1,400 in profit.

70 calendars were sold at \$20 each. \$1,050 profit

Total Profit: \$ 2,450

Kimric's **RETURN ON INVESTMENT** for the ad is 122%

Kimric's **RETURN ON INVESTMENT** for the calendars is 300%

His Total ROI is 163%

His 45 new customers will continue to spread word about the shop.

# Advertising Layout

At the top:

(Ads priced for 1 month placement)

Yellow Square = 1 date space = \$100

Pale Blue Square = 2 date spaces = \$200

Green Square = 3 date spaces = \$300

Ads inside the calendar grid will be in different positions based on which spaces are left blank in that month. Ads in the lower bar are in the same place all year.

At the bottom: (Ads viewed year-round)

Red rectangle = Large ad = \$1500

Purple rectangle = Large Center Ad = \$1100

Orange square = Square Corner Ad = \$900

Blue rectangles = Small Rectangle Ads = \$400

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1.64"x1.54"	3.3"x1.54"	4.9"x1.54"				1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
3.5"x2"		2.5"x2"		1.75"x1"		2"x2"

**Month**

**Artist Bio**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.  
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# Advertising Layout: 6-row months



January, July and October are long months which will have 6 rows in the grid space next year. The grid ads are slightly shorter but you get more impressions in long months.

Month							Artist Bio
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
1.64"x1.3"	3.3"x1.3"		4.9"x1.3"				1
2	3	4	5	6	7		8
9	10	11	12	13	14		15
16	17	18	19	20	21		22
23	24	25	26	27	28		29
30	31						
3.5"x2"	2.5"x2"		1.75"x1"				2"x1"

# Advertising Price Chart

Discounts on 6 and 12 month grid ad packages!



## ADS AVAILABLE MONTH-BY-MONTH INSIDE THE CALENDAR GRID:

Ad Type	1 month; you may submit multiple orders	6 months	12 months	Size	6-Row Size
Text only (on any date!)	\$75	---	---	Less text = bigger words! 3 lines of text	
1 date square (yellow)	\$100	\$500	\$900	1.64" x 1.54"	1.64" x 1.54"
2 date squares (pale blue)	\$200	\$700	\$1,350	3.3" x 1.54"	3.3" x 1.3"
3 date squares (green)	\$300	\$900	\$1,800	4.9" x 1.54"	4.9" x 1.3"

Note: there is no 3-square ad space in the month of March; we'll resize a year round 3-square ad to fit 2 squares in that month.

## ADS AVAILABLE YEAR-ROUND IN THE AD -BAR

Ad Type	Price	Size
Large Red Rectangle	\$1500	3.5" x 2"
Purple Center Rectangle	\$1100	2.5" x 2"
Orange Square	\$900	2 " x 2"
Small Blue Rectangle (x4)	\$400	1.75" x 1"

Get more impressions at cheaper rates in the lower ad bar!

# Testimonial



The Accordion Babe Calendar, and the Accordion Babes, not only are a tremendous aid to the Cotati Accordion Festival, I believe they are an integral part of the production. The Babes have helped in appearing in parades and representing the Cotati Accordion Festival, taking part in spots on numerous radio shows promoting the festival, and put on great individual performances at the festival itself.

The Accordion Babe Calendar has been a great boost to accordion interest since its inception, and the awareness of how many great women accordion players in the area has skyrocketed. I know that our involvement with the Calendar has increased attendance in the last couple of years, and will continue to do so.

Scott Goree  
executive director  
Cotati Accordion Festival