Maximize your revenue opportunities with Promotional Printing

This upcoming seasonal marketing calendar will arm you with knowledge of the biggest businesses with promotional printing needs, as well as tips on which products to pitch to win the sale. Study up now, and watch your year end with the highest sales numbers you’ve ever seen.

Your customers need promotional printing – so make sure they don’t go to someone else for it. Start selling this product category now and you’ll open up a whole new avenue for sales.
November

The first month you should start planning for is November. The harvest season is filled with heartwarming holidays and also marks the beginning of the end-of-year shopping rush. Check in with local businesses and organizations in your community to get your fill of promotional printing orders before your competitors cash in first.

Veterans Day
Originally dubbed Armistice Day at its creation, November 11th celebrated the anniversary of the end of World War I. Now it’s a national holiday that honors all veterans who have served our country and protected our freedoms. There are a variety of events and fundraisers planned around this important day, particularly with local businesses and companies based in the USA.

- **Activation Events**
  - Brochures and banners for ceremonies and service awards
  - Pamphlets for memorial services
  - Postcards and envelopes for “Thank a Vet” letters
- **Awareness Events**
  - Posters and flyers to advertise parades and fundraisers
  - Booklets and brochures for local veterans support groups
- **Veteran’s Day Sales**
  - Postcards and flyers to mail out special offers for veterans
  - Posters, banners and postcards to advertise general sales and discounts

Thanksgiving
You’ll get a heaping serving of promotional printing orders if you plan ahead for Thanksgiving. The fourth Thursday of November brings with it a ton of local and regional events celebrating our country’s roots and giving thanks for everything we have. Fundraisers and celebrations are plentiful, so be sure to inquire about events happening in your community.

- **Holiday Events**
  - Posters and banners for local and national parades
  - Flyers and postcards to advertise seasonal food menus and offers
- **Fundraisers**
  - Flyers, banners and brochures for charity runs and turkey trots
  - Postcards and envelopes to advertise local food drives
- **Restaurants and Specialty Stores**
  - Brochures for special holiday menus
  - Table tents for holiday specials
  - Labels for gift and food baskets

Black Friday
Even before everyone’s done digesting their turkey, retailers are gearing up for the upcoming shopping rush. Black Friday is traditionally the busiest shopping day of the year and marks the official start of the holiday shopping season. Brick and mortar and e-commerce businesses alike will want to capitalize on these early bird shoppers, so make sure you reach out in advance to supply their marketing materials before the big rush.

- **Sales and Special Offers**
  - Flyers and sell sheets to promote door-buster deals
  - Banners and posters to advertise in-store
- **Cyber Monday**
  - Postcards and flyers to mail out special offers
  - Banners and posters to promote online deals in physical locations
  - Booklets as mini catalogs to mail and promote special deals
The season of giving will soon be upon us. For the last month of the year, it’s all about gifts and incentives. Corporate clients will be looking for printed materials to use for their end-of-year events, while retail customers need to promote their holiday specials. Don’t wait too long to prepare: Make your list and check it twice now to fill your sleigh with as many orders as possible.

### Year-End Appreciation Gifts
Most companies give out gifts at the end of the year to reward their employees for all of their hard work and to show clients how much they appreciate their business. They’ll need greeting cards, mailing materials, labels and more to dress up their gifts and provide season’s greetings in style.

- **Greeting cards** to send with company gifts or alone to thank clients in a cost-effective manner
- **Postcards and envelopes** to send holiday greetings
- **Labels and tags** for wrapped presents and gift baskets
- **Calendars** as customer and client gifts

### Company Parties
There’s no better way to kick off a holiday break than with a big company soiree. Businesses of all sizes will need promotional printing to create invitations for the celebration, as well as various labels and posters to decorate and designate all the dishes on the menu.

- **Flyers and sign-up sheets** for volunteers
- **Posters and banners** to decorate the venue
- **Postcards, greeting cards and envelopes** to mail out invitations
- **Signage** for the actual event
- **Labels** for dishes to mark ingredients and allergens

### Christmas
December 25th is the biggest gift-giving day of the year, and there’ll be plenty of events happening to celebrate Saint Nick this holiday season. Look at businesses that need to promote their holiday deals, or see what local events are happening around the holidays: They’ll all need promotional printing to get the word out about their many merry events.

- **Flyers and posters** for holiday sales
- **Pamphlets and flyers** for charity events and fundraisers
- **Brochures, booklets and tickets** for holiday pageants and plays
- **Brochures and pamphlets** for religious services
January

This first month heralds in the start of the year, and there’s plenty to be excited about when it comes to promotional printing. Fresh off the heels of New Year’s resolutions, there are tons of business initiatives to be marketed to the masses. And don’t forget about football! The NFL wraps up playoff season in January, making it prime time to prepare for the big game.

### New Year’s Day
January 1st means a fresh start for all of us, including businesses advertising special offers on their services to encourage customers to try out something new. Many gyms and fitness organizations waive sign-up fees for people hoping to jumpstart their New Year’s resolutions, and stores host special offers to capture customers while they’re in returning any unwanted holiday gifts.

- **Brochures and sale sheets** for gyms waiving sign-up fees and special offers
- **Banners and postcards** to drive new gym memberships
- **Banners, posters and mailers** for local businesses
- **Postcards and flyers** for stores with New Year savings

### Football Events
Hut, hut, hike! January means the end of the football season, with the big game right around the corner. There’s plenty of fanfare leading up to the championship game, particularly in cities competing in the playoffs. See what your local community is doing to gear up for the game and cheer on the home team.

- **Brochures and sell sheets** for restaurants and pubs hosting playoff events
- **Posters and flyers** to promote parades and pep rallies
- **Postcards and envelopes** to mail out event information
- **Table tents and menus** to promote specials

### New Corporate Initiatives
Health fair companies make New Year’s resolutions too. January is the perfect time for corporations to kick off new initiatives and benefits programs and set their year up for success. Plus, as corporate budgets were approved the previous fall, this is an excellent time to move forward with recruiting efforts for vacant positions.

- **Sell sheets and flyers** for new product and service launches
- **Brochures, booklets, posters and banners** for wellness programs
- **Folders, brochures and booklets** to explain new benefit programs
- **Business cards, envelopes, brochures and more** for recruiting events
- **Sell sheets, brochures, price lists, menus and booklets** to promote new prices and offerings for the new year
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