


Personalised bookmark

The inside cover flap is used as a bookmark and carries your contact details. Tell us what you wish to include, for example, your special services and product lines, trading hours, individual or group logos.

With Compliments
Peter Johnstone
Pharmacy

456 View Road
Dubbo, NSW
Ph: 2341 5432

- Shiseido
- Yardley
- Max Factor
- Revlon
- Innox



With Compliments

Jim Thompson
Pharmacy



165 Fitzroy Street
Flora Hill, Bendigo

134

With Compliments
from Bevan Smith
and staff

Melrose
Pharmacy

176 Queen Street
Carlton, Vic
Ph: 9735 9208

Thank you for
shopping with us ...
we look forward to
seeing you again



Best Wishes from
Simpson's
Pharmacy



26 Main Road
Redvale
Ph: 2342 5432
Fax: 2342 5678

Australis Cosmetics
Beauty Therapist
Film Processing
Passport Photos
Ear Piercing



Information on the inside cover flap

(Examples for illustration purposes only)



The Pharmacy
Guild of Australia

Customer loyalty means profitability

Strong customer relationships are your best source of repeat business. Customers can carry the **Family Health Diary** in their purse or pocket throughout the year 2011 - keeping them constantly reminded of your Pharmacy.

The Family Health Diary is recommended as one of the most effective promotional products of its type.

Pricing

Personalised diaries

price per cover version



	Regular Pricing	2011 Pricing
150 - 249	\$2.45 each (+GST)	\$2.45 (+GST)
250 - 599	\$2.25 each (+GST)	\$1.85 (+GST)
600 - 999	\$1.95 each (+GST)	\$1.60 (+GST)
1000 - 2999	\$1.85 each (+GST)	\$1.50 (+GST)
Over 3000	Please ask us to quote	

- Prices include set-up and delivery
- Minimum order per cover version 150
- 10% discount for orders received prior to 31 August 2010

Pricing example:

300A	+	300B	= 600	@	\$1.85 (+GST)
600A	or	600B	= 600	@	\$1.60 (+GST)

Your diaries will be delivered to you in November 2010
Orders close 15 September 2010

2011 Family Health Diary



The Pharmacy
Guild of Australia



10% discount
for orders
received before
31 August 2010

A personalised pharmacy-specific pocket diary as a 'thankyou' to your most valued customers

Ask for your free sample diary from
Gold Cross Products & Services Pty Ltd

10% discount for orders received
prior to 31 August 2010

Choose your cover...

82mm



Cover Version A: Daisies

The 144-page diary is specially designed for Pharmacy and includes useful information on health and medicine-related issues.

You have the choice of two cover designs. Your Pharmacy name will be printed in a prominent position on the front cover.

Features

- Common Childhood Ailments
- Guide to Common Terms & Illnesses
- First Aid & Medical Hints
- How to use Ear, Eye and Nose Drops
- How to use your medication
- Vitamin chart
- Child sickness signs

Help ensure your pharmacy customers stay loyal throughout the year...



Cover Version B: Beach scene

2011 Family Health Diary

Order Form

Pharmacy Name Phone Number ...(.....).....
 Address Fax Number ...(.....).....
 Email
 State Code Signed
 Number per diary cover design: Version A: **Daisies** Version B: **Beach scene**

10% discount if ordered by 31.8.10. Orders with Gold Cross close on 15.9.10. Delivery second half November 2010.

Please invoice me in November or in November debit my:

Amex Mastercard Visa Card Diners Card Total amount of \$

Card No

Card Name Expiry Date

If your Pharmacy information on the inside cover flap is to be exactly the same as on the 2010 diary, tick:

Fill out the rest of this form only if you are a first time customer or wish to make changes from last year.

The following information is to be incorporated into the diary: (please fill in clearly)

FRONT COVER

..... **Pharmacy name on front cover**

INSIDE COVER FLAP

..... **Salutation**
eg. with compliments, best wishes from

..... **Pharmacy name/ logo**

..... **Address**

..... **Phone and fax number**

..... **Additional information, eg:**
 - List of services and product lines
 - Personal comment or
 - Individual and group logos

If you wish to include a logo* please name clearly



* Standard group logos available. All other logos must be supplied digitally on disk or by e-mail in EPS, TIFF or PDF format, or as high-quality art for scanning

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