

## Personalised bookmark

With Compliments  
Peter Johnstone  
Pharmacy



456 View Road  
Dubbo, NSW  
Ph: 2341 5432

- Shiseido
- Yardley
- Max Factor
- Revlon
- Innoxia



With Compliments

Jim Thompson  
Pharmacy



165 Fitzroy Street  
Flora Hill, Bendigo

134

u with  
helpful

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



### Information on the inside cover flap

(Examples for illustration  
purposes only)



The Pharmacy  
Guild of Australia

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.

## 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 2010 - 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

150 - 249 ..... **\$2.45** each (+GST)

250 - 599 ..... **\$2.25** each (+GST)

600 - 999 ..... **\$1.95** each (+GST)

1000 - 2999 ..... **\$1.85** each (+GST)

Over 3000 ..... **\$1.75** each (+GST)

- Prices include set-up and delivery

- Minimum order per cover version 150

- 10% bonus diaries free for orders received  
prior to 31 July 2009

#### Pricing example:

300A	+	300B	=	600	@	\$2.25 (+GST)
600A	or	600B	=	600	@	\$1.95 (+GST)

Your diaries will be delivered to you in November 2009

**Orders close 15 September 2009**

**10% bonus diaries absolutely FREE for  
orders received prior to 31 July 2009**



The Pharmacy  
Guild of Australia

# 2010 Family Health Diary



**free**

10% bonus diaries  
for orders received  
before 31 July 2009

*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

Choose your cover...



Cover Version A: Summer Sun

This 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.

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



Cover Version B: Happy Children

## 2010 Family Health Diary

# Order Form

Pharmacy Name ..... Phone Number ...(.....)  
 Address ..... Fax Number ...(.....)  
 ..... Email .....  
 State ..... Code ..... Signed .....  
 Number per diary cover design: Version A: **Summer Sun**  Version B: **Happy Children**

10% bonus diaries if ordered by 31.7.09. Orders with Gold Cross close on 15.9.09. Delivery November 2009.

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 2009 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)**

<b>FRONT COVER</b>	<b>Pharmacy name on front cover</b>
<b>INSIDE COVER FLAP</b>	<b>Salutation</b> eg. with compliments, best wishes from
	<b>Pharmacy name/ logo</b>
	<b>Address</b>
	<b>Phone and fax number</b>
	<b>Additional information, eg:</b> - 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

