

COPS & DOGS CALENDAR

Police K9 Calendar

Note from the Publisher

The *Cops & Dogs* calendar features unique and eye-catching pictures of police officers and their K9 partners. The images show police dogs at work and at play, and remind the public of the importance of these dogs to “serve and protect.” Proceeds from calendar sales benefit Kevlar For K9’s, a non profit organization that provides bullet proof vests for working police a military dogs.

Pricing & ISBN Number

The *Cops & Dogs* calendar is a 12 x 12 full color calendar (12 x 24 when opened) that will sell at a retail price of \$12.95. The calendar is printed on coated stock paper on the outside and glossy paper on the inside so that it remains flat when open and hanging on the wall. The calendar is shrink-wrapped with cardboard and includes an ISBN number for easy ordering and inventory.

The wholesale price of the calendar varies between \$9.05 (30% off retail) and \$10.35 per calendar. The cost is dependent on the quantity of calendars purchased or through a pre-determined corporate pricing structure. The *Cops & Dogs* calendar is available for shipment on August 1st.

Press Coverage and Media Events

The *Cops & Dogs* calendar has been featured prominently in local newspaper and magazines: *Police K9 Magazine* (USA), *The Princeton Packet* (Princeton, NJ), *The Trentonian* (Trenton, NJ), *The Burlington County Times* (Burlington, NJ), *Marshall County Tribune* (Cornersville, TN) and *Sioux City Journal* (Sioux City, IA). The calendar is also frequently referenced in Police K9 and various other police and dog websites. As a result of all the media coverage calendar sales have continually increased at the retail store level and through online sales.

The Barnes & Noble bookstore in Hamilton Marketplace (Hamilton, NJ) sponsors a “Meet the Photographer & ‘Pawtograph’ session” which includes police officers (and their K9 partners) and calendar photographer John Baer. This annual event increases sale of the calendar and provides a unique public relations opportunity by offering customers the chance to meet and pet the police dogs, ask questions about K9 programs and to speak with calendar photographer John Baer.

Marketing Plan

The *Cops & Dogs* calendar was created and designed with high quality photography and printing as the critical aspect of the calendar; consequently, the marketing of the calendar took a back seat. Marketing of the calendar is now the main focal point as photography and printing issues were resolved in previous calendars and are now finely tuned.

The marketing plan includes: 1) greater retail distribution; 2) increased newspaper and press coverage; 3) increased web site marketing; 4) increased opportunities for organizations to use the calendar as a fundraiser, and 5) advertisements in police publications and web sites.

Currently, PoliceDontMove.com (the official web site for *Cops & Dogs*) is ranked #1 when searching “police dog calendar” on Yahoo, Google, Bing and all major search engines.

Cops & Dogs is geared toward a national market of dog lovers, police lovers and those people who appreciate and honor the men and women in uniform from throughout the U.S.A. and the world. The dog calendar market is well established; adding the police element to the calendar creates a new and unique market while still reaping the benefits of a brisk dog market. With over 150,000 law enforcement officers in the greater New York and New Jersey area and approximately 15,000 K9 officers working throughout the country the *Cops & Dogs* calendar is destined to be a best selling calendar.

Purchase the calendar

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