

# Photomax™ Photo Calendar



## Product Positioning Statement

Photo Calendars are the fun and easy way to enjoy your favorite faces and places all year long. Not only are these calendars uniquely personal, they're also a great way to honor a friend, family member, or to simply show off your favorite pictures. Now you can enjoy your great photos every day of the year.

## Product Concept

The Photo Calendar from Photomax™ is a new product within photomax.com. The Photo Calendar Maker allows you to easily personalize special occasions in your life with a customized, spiral-bound 8.5 x 11 inch 12-month calendar. This product makes it easy to turn your digital photographs into a professionally-printed calendar to highlight your favorite moments and places. What's more, you can even use slides, negatives or prints to make your Photo Calendar. Through the Photo Saver™ service, you can send your traditional pictures to Photomax, and we'll transform your photographs into digital images that you can use anywhere on your calendar. With a personalized Photo Calendar, you can give a gift that will last all year long.

## Target Audience

Photo Calendars appeal to everyone, but more particularly to homemakers and professionals who want to personalize their busy schedules.

## Key Features and Benefits

Photo Calendars are not only exciting gifts, they're also full of great features that make them fun and easy to design yourself. From your personal Photomax account, you can start your 12-month calendar from any month of the year. Just select a photo for the cover and for each month of the year, (landscape or portrait positioning) and the Photo Calendar Maker will create an 8.5x11 inch spiral calendar on high-quality printing paper. The online Photo Calendar Maker includes the following features:

- Major holidays are automatically placed within the calendar year
- Each week begins with a Sunday
- Photo rotation and crop tools to ensure your photo appears correctly
- Preview page to view your calendar before purchasing
- Sub-standard photo warnings that alert you when low-resolution photos are selected for the Photo Calendar.
- Each calendar project is saved for future use
- Thumbnail view of all months appears on the back cover of the calendar
- Help content

## Frequently Asked Questions

### *Where on photomax.com do I make my Photo Calendar?*

Login to your Photomax account, go the "product center" tab at the top right and click on "Photo Calendar" located on the right-hand side of the page.

### *Where can I find my saved calendars?*

You can find your saved calendars under the "My Projects" tab in your Photomax account.

### *Can I enter special dates onto my calendar?*

No. At this time only pre-configured national holidays will be entered on the calendar.

### *Can I rotate my photos without going back to My Albums?*

Yes, you can rotate your photos within the Calendar Maker by following these simple steps:

1. After selecting your 12 calendar photos by month, click on "Edit" in the upper right hand corner.
2. Navigate to the photo you wish to rotate by using the Next/Back arrows.

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3. Select the degree of rotation located at the top of the picture.
4. Select "Save" to save the rotated photo.

***If I rotate a photo in the Calendar Maker, will it be rotated in My Albums?***

No. Photos rotated within the Calendar Maker are only rotated for the specific calendar they are created in. They will not be rotated on any other project or within the album.

***How much does a calendar cost? How much is the PV?***

The wholesale and retail price of a calendar is \$19.95 and \$21.95, respectively. The calendar is a full PV product (20).

***How quickly will a Calendar be shipped out once the order has been placed?***

The processing time for a calendar is 3 days. To estimate the actual delivery time, you'll need to add the shipping time to the three-day processing time.

***Can I enter special dates onto my calendar?***

Not at this time. You can, however, start your calendar on any month of the year.

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***Can you create vouchers for Calendars?***

Not at this time. This option may be available in the future.

