

4over

Stop
Dreaming
**START
DOING**

2025 CALENDAR

THE SECRET OF GETTING AHEAD IS GETTING STARTED

4over

JANUARY

DECEMBER 2024

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FEBRUARY 2025

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Sunday Monday Tuesday Wednesday Thursday Friday Saturday

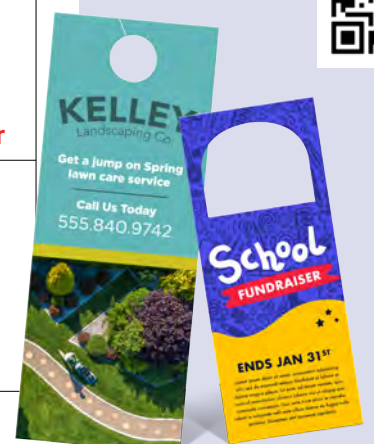
| | | | | | | |
|--|----|---|--|----|--|---------------------------------|
| To kickstart the year, we're giving you 20% off painted edge business cards now through March 31! Find your promo code and terms and conditions here . Looking for more premium options, check out the ultimate sample kit here . | | | 1 New Year's Day 4over Closed | 2 | 3 New year, new YOU! Update your product catalogs for 2025! | 4 |
| 5 Claim your offer: 20% off painted edge business cards. | 6 | 7 Winter is in full swing—offer signs, banners, and flags for top winter events. | 8 | 9 | 10 Prep for Valentine's Day, order custom cards, stickers, and signs. | 11 |
| 12 Need business essentials? From biz cards to stationery, we have it all! | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 Martin Luther King Jr. Day | 20 | 21 | 22 | 23 | 24 | 25 Lunar New Year |
| 26 | 27 | 28 | 29 | 30 | 31 | |

Set Up for Success This January

January is the best time to plan ahead. Explore our products and services to offer your customers the best solutions for their year.

Our Marketing Essentials Are Staples of the Printing Business

- Business Cards
- Postcards and Flyers
- Door Hangers
- Sell Sheets
- Cards
- And More



I come to 4over for all of my clients' print work. My personal favorite 4over products are the business cards-they are beautiful!

– Carolyn Mueller



4over

FEBRUARY

JANUARY 2025

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MARCH 2025

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Sunday Monday Tuesday Wednesday Thursday Friday Saturday

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|--|-------------------------------------|---|----|--|-----------------|---|---|
| Don't miss out on 20% off your purchase of painted edge business cards. Click here for promo code and terms & conditions. | | | | | | 1 | Happy February! We love being your source for everything print! |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| | | Trade show season is coming up soon, have you checked out the Hub lately? | | Capture early spring sales! Offer the best ideas for holidays, events, and more! | | | |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| | 20% off painted edge business cards | | | | Valentine's Day | | |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 | |
| | Presidents' Day | | | | | Don't miss out on this year's trade show sales opps! Offer signs, banners, handouts, promo, and more! | |
| 23 | 24 | 25 | 26 | 27 | 28 | | |
| | | | | Safety notices in schools, retailers, clinics, etc.? Offer bright, bold signage! | | | |

Business Cards Are Our Business

Did you know that 72% of people judge a company or person based on the quality of their business card? Help your customers present themselves perfectly with our high-quality business cards.

What Makes Our Business Cards Stand Out?

- Premium Paper Stocks
- Unique Colors
- Various Textures
- Different Sheens



Live life in full bloom

4over

MARCH

FEBRUARY 2025

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APRIL 2025

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| 30 | | | | | | |

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--|---|---------|--|----------|--------|---|
| <p>Don't miss out on this month's special promotion: 20% off painted edge business cards! Click here for promo code and terms & conditions.</p> | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| | | | <p>Prep for graduation and end-of-year events! Order cards, signs, and more!</p> | | | |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| <p>It's time for large format! Perfect for open houses, retail, special events, & more.</p> | | | | | | |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| | <p>St. Patrick's Day</p> | | | | | <p>Real estate sales are ramping up soon! Reach out to local agents/agencies now!</p> |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | <p>Last day to take advantage of our 20% discount</p> | 31 | | | | |

Jumpstart Spring With Fresh Marketing Materials!

Spring is a great time to refresh your marketing strategy. Help your customers embrace the new season with vibrant, eye-catching print materials that stand out.

Spring Marketing Essentials

- Spring-Themed Flyers
- Event Posters
- Promotional Brochures
- Custom Invitations
- Seasonal Business Cards



STAY inspired

4over

APRIL

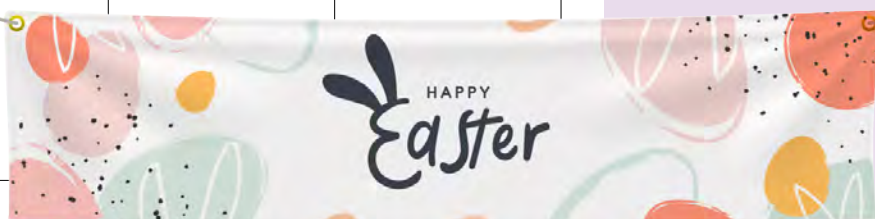
| MARCH 2025 | | | | | | | MAY 2025 | | | | | | | |
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| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
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| <p>Don't miss out on this quarter's promotion: we're giving you 20% off hang tags now through June 30. Click here for code and terms and conditions.</p> | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | <p>April Fool's Day</p> | 9 | 10 | <p>4over Day</p> | 12 |
| | <p>Don't miss 20% off hang tags!</p> | 8 | | | <p>Mother's Day is a month away—reach out now with custom gifting ideas: (hang tags, packaging, and more!)</p> | |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| | | | <p>Summer events are coming up soon! Offer large format to promote big events.</p> | | | |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| <p>Easter Sunday</p> | | | | | <p>Wedding season is coming up soon—Reach out with cards, signs, and more!</p> | |
| 28 | 28 | 29 | 30 | | | |

Our Banners Are No Joke!
 April may be here, but our banner selection is no joke! Offer your customers vibrant, durable banners that make a serious impression at any event or promotion.

Check Out Our Banner Selection

- Vinyl Banners
- Coroplast Signs
- Banner Stands
- Real Estate Post
- Aluminum Heavy Duty
- And More





4over

MAY

| APRIL 2025 | | | | | | | JUNE 2025 | | | | | | | |
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| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|------------------------------|---------|---|---|---|----------|
| | | | | 1 | 2 | 3 |
| Don't miss 20% off hang tags! Click here for details. | | | | Discount Alert: 20% off hang tags | | |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | Cinco de Mayo | | | | Summer signage for summer events, menus, sports, sales, and more—reach out now! | |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| Mother's Day | | | Flag Day is a month away! Get your promotions ready now! | | | |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| | | | | It's almost H2—offer your customers a refresh on their business essentials (business cards, letterhead, signs, and more!) | | |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |
| | Memorial Day 4over Closed | | | | | |

Spring Into Summer With EDDM!

Did you know that 60% of people read direct mail and 40% respond to it? Help your clients leverage EDDM (Every Door Direct Mail) and drive engagement this summer.

EDDM Checklist

- **Wide Reach:** Target entire neighborhoods or ZIP codes
- **Cost-Effective:** Lower postage rates, no address lists needed
- **Versatile:** Ideal for promotions, events, and sales
- **Impactful:** Large-format mailers for high visibility





4over

JUNE

| MAY 2025 | | | | | | | JULY 2025 | | | | | | |
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| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
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| 1 <i>It's National Safety Month!</i> | 2 | 3 | 4 | 5 <i>Offer safety essentials: floor graphics, banners, signs, wall graphics, etc to share important safety information.</i> | 6 | 7 |
| 8 | 9 <i>EDDM can reach more customers—share this powerful sales tool with your customers in retail, automotive, and more today!</i> | 10 | 11 | 12 | 13 | 14 |
| 15 <i>Father's Day</i> | 16 | 17 | 18 | 19 <i>Juneteenth</i> | 20 | 21 |
| 22 | 23 | 24 | 25 <i>Back-to-school sales start next month! Reach out now with custom signs, banners, EDDM, and more!</i> | 26 | 28 | 28 |
| 29 <i>Last day to take advantage of your 20% off hang tags</i> | 30 | | | | | <i>Last chance to take advantage of 20% off hang tags! Click here for details.</i> |

June Is National Safety Month!

While we prioritize safety year-round, in June we take extra time to emphasize its importance. Safety is always on our minds—let's celebrate our commitment to safety together!

Safety Checklist

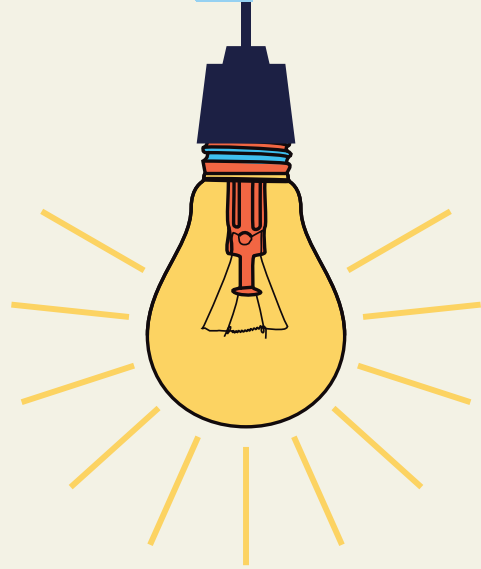
- Spot Hazards
- Review Emergency Plans
- Check Your PPE
- Conduct Equipment Checks
- Stock Your First Aid Kits





IN ORDER TO CARRY A
POSITIVE ACTION
 WE MUST DEVELOP HERE A
POSITIVE

VISION



4over

JULY

JUNE 2025

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AUGUST 2025

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Sunday Monday Tuesday Wednesday Thursday Friday Saturday

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| Check out this quarter's promotion: 20% off event tents now through Sept. 30. Click here for details! | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 |
| Event tents are 20% off! Place your orders today | | | School starts next month! Offer signs, banners, brochures, menus, EDDM, and more to prep for the big day. | | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 |
| Fall state election season is approaching! Connect with your customers about their political print needs! | | | | | 19 |
| | | | | | 20 |
| 20 | 21 | 22 | 23 | 24 | 25 |
| | | | | Reach out to retailers and restaurants with sidewalk signs and table tents to promote special events. | 26 |
| 27 | 28 | 29 | 30 | 31 | |

Boost Mid-Year Sales With High-Impact Postcards

Did you know that over 60% of people visit a website after receiving a postcard? Boost mid-year sales and help your customers succeed with our postcard selection.

Things to Keep in Mind for the Second Half of the Year

- Fall is approaching – start planning for fall sales
- For states that hold fall elections, election day is November 4
- August means back to school! Connect with schools to see how you can help with any printing or signage needs
- Think of sales opportunities for upcoming holidays – Labor Day, Halloween, Thanksgiving, Christmas

D · O · N · T · P · R · O · M · I · S · E · J · U · S · T · P · R · O · V · E



4over

AUGUST

| JULY 2025 | | | | | | | SEPTEMBER 2025 | | | | | | | | | |
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| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
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| Don't miss out on 20% off event tents —details here! | | | | | Fall is coming up soon! Offer flyers, door hangers, and yard signs for fall sales and services. | |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| | | Capitalize on campus print sales: reach out with campus maps (brochures), wayfinding signage, and more! | | | | |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| | | 20% off event tents, order today! | | | | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| Business cards make great loyalty cards, thank-you notes, and punch cards. | | | | | Fall sports are ramping up—reach out with event tents, mesh banners, and trading cards. | |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| | | | Promote printing for fall sales on cars, home improvement items, and more by offering flags and banners. | | | |
| 31 | | | | | | |

As Leaves Fall, Let Your Sales Rise!

With fall comes football, outdoor activities, political season, back to school, and holiday preparations. As the leaves fall, ensure your sales rise with 4over's extensive product portfolio.

Fall Sales Ideas

- Coroplast Yard Signage
- Vinyl Banners
- Single- and Double-Sided Feather Flags
- Tablecloths
- Sidewalk Signs





The secret of getting ahead is getting started
- Mark Twain

- To Do:
- Plan Holiday Deals
 - Organize Holiday Parties
 - Design Festive Marketing Materials
 - Schedule Holiday Promotions
 - Prepare for Increased Demand

4over

SEPTEMBER

AUGUST 2025

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OCTOBER 2025

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| 31 | | | | | | |

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

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| Don't miss 20% off event tents! Click here for details! | 1 Labor Day 4over Closed | 2 It's the last month to get 20% off your purchase of event tents! | 3 | 4 | 5 Safety is everyone's responsibility! Reach out with signs, promo, and apparel. | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| | | | | Patriot Day | | |
| 14 | 15 | 16 | 17 Prep now for Halloween! Offer spooky signs, flags, flyers, and more for all the haunted events. | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 Don't miss your savings! 20% off event tents ends today—details here | | | | |

Get a Head Start on the Holiday Season!

September is a great time to plan your holiday promotions. Explore our wide range of products to meet customer needs and capitalize on the busy season.

Holiday Planning Checklist

- Look at last year's sales to see what your top sellers were
- Visit 4over.com to view our ready-to-use holiday marketing assets
- Visit 4over.com to see our newest product portfolio additions
- Connect with customers to start their holiday orders
- Encourage customers to get their orders in early to ensure their materials arrive on time

CAFÉ



4over

OCTOBER

SEPTEMBER 2025

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NOVEMBER 2025

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| 30 | | | | | | |

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|--|---------|---|---|------------------------|----------|
| Claim your exclusive discount of 20% off catalogs now through December 31. Click here for details! | | | 1 It's time to start thinking about strategy and planning for the upcoming holiday season. | 2 | 3 | 4 |
| 5 It's never too early to plan for next year. Reach out with custom calendars, booklets, and catalogs. | 6 | 7 | 8 | 9 Black Friday is next month! Prep your customers for big crowds with wayfinding signage, window graphics, and more! | 10 | 11 |
| 12 | 13 Turkey Day is coming up soon! Gobble up new sales—offer custom cards, packaging, signs, and more for food drives, races, and more. | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 Reach out with greeting cards! Boost early holiday profits by upselling to premium. | 28 | 29 | 30 | 31 Happy Halloween! | |

Spooktacular Designs for Halloween!
Halloween is the perfect time to get creative with print. Whether it's for spooky events or festive promotions, custom print options can make Halloween a standout occasion.

Halloween Print Ideas

- Custom Invitations
- Themed Flyers
- Banners for Halloween Events
- Halloween Stickers
- Spooky Window Cling



PLAN WITH A GOAL IN MIND.

4over

NOVEMBER

OCTOBER 2025

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DECEMBER 2025

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| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
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| | | | | | | 1 |
| <p>Don't miss 20% off catalogs! Click here for details!</p> | 2 | 3 | 4 | 5 | 6 | 7 |
| | | <p>Election Day</p> | | | <p>Reach out to restaurants and coffee shops to help them showcase seasonal favorites with table tents and menus</p> | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| | | <p>Veterans Day</p> | | | | |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| | <p>Offer festive stickers, roll labels, and hang tags to spruce up packages this season.</p> | | | <p>20% off catalogs, click for details</p> | | |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | | | <p>Thanksgiving Day 4over Closed</p> | <p>Black Friday 4over Closed</p> | <p>Small Business Saturday</p> | |

Drive Year-End Business With Custom Presentation Folders!

November is a great time to offer custom presentation folders. Ideal for year-end reports, meetings, and holiday presentations, they add a professional touch and keep documents organized.

End-of-Year Checklist

- Review Sales
- Promote Holiday Orders
- Follow Up With Clients
- Prepare for Peak Season





4over

DECEMBER

NOVEMBER 2025

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JANUARY 2026

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| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
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| | 1 <i>End of year savings! It's the last month to get 20% off catalogs! Click here for details.</i> | 2 | 3 | 4 | 5 <i>Reach out to your customers for last-minute holiday print orders!</i> | 6 |
| 7 | 8 | 9 | 10 | 11 <i>It's the busiest time of the year! Simplify your seasonal sales—download free marketing resources at go.4over.com</i> | 12 | 13 |
| 14 | 15 <i>First Day of Hanukkah</i> | 16 | 17 <i>Prep for the new year: Reach out now with ideas for updated business cards, letterhead, calendars, signs, etc.</i> | 18 | 19 | 20 <i>New year, new trade show season—reach out now to get updated signs, banners, flyers, business cards, promo, and more!</i> |
| 21 | 22 <i>Last Day of Hanukkah</i> | 23 | 24 <i>Christmas Eve 4over Closed</i> | 25 <i>Christmas Day 4over Closed</i> | 26 | 27 |
| 28 | 29 | 30 | 31 <i>Don't "drop the ball" on savings! Last day to take advantage of your 20% discount! New Years Eve</i> | | | |

Happy Holidays from the 4over Team!

Wishing you a joyful holiday season filled with happiness and laughter. Thank you for your support—here's to an inspiring and exciting 2026 together!

2026 Goals

SET

YOUR GOALS

HIGH

AND DON'T STOP

TILL

YOU GET THERE

4over

JANUARY 2026

DECEMBER 2025

| | | | | | | |
|----|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| 1 | 2 | 3 | 4 | 5 | 6 | |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

FEBRUARY 2026

| | | | | | | |
|----|----|----|----|----|----|----|
| S | M | T | W | T | F | S |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|---|----------------------------------|---------|-----------|--|--------|----------|
| | | | | 1 New Year's Day 4over Closed | 2 | 3 |
| 4 Start the year off with a refresh! Offer updated business cards, letterhead, branded pens, and more! | 5 | 6 | 7 | 8 Tax season is coming up soon—reach out to local firms with flags, signs, and EDDM to help promote their services. | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 Safety is everyone's responsibility! Offer floor graphics and aluminum signs to help promote a safe workplace. | 16 | 17 |
| 18 | 19 Martin Luther King Jr. Day | 20 | 21 | 22 | 23 | 24 |
| 25 Trade show season is ramping up! Offer top booth handouts like business cards, postcards, and flyers. | 26 | 27 | 28 | 29 | 30 | 31 |

Happy New Year From the 4over Team!

Wishing you a bright and prosperous new year! Thank you for your incredible support—here's to an exciting and successful 2026 filled with new opportunities and continued growth together!

New Year Checklist: Tap Into Your Q1 Success

- Review Holiday Sales
- Develop a 2026 Marketing Plan
- Reach Out to New Clients in the Top Buying Segments:
 - Financial services, healthcare, retail and eCommerce, real estate, and automotive
- Plan Ahead With Your Customers
 - Events, holidays, peak sales seasons unique to them