

OPEN NOW!



2023 Calendar Program Information

The
Foundation
For The HORSE 

Calendar Co-op Center
P.O. Box 8000
Sleepy Eye, MN 56085

HORSE SENSE

American Association of Equine Practitioners

YOUR EQUINE WELLNESS CALENDAR



YOUR IMPRINT HERE

www.aapc.org

A Valuable Marketing Tool

- Display your name and veterinary services for 365 days a year.
- A great holiday gift for your clients.

Size: 12 7/8" x 20 1/2" Open
12 7/8" x 11 1/4" Closed

Normal Vital Signs (resting values)

If your horse's resting vital signs are not in these normal ranges, call your veterinarian to see what might be wrong. Remember that very hot and humid conditions may alter these normal values, so speak with your veterinarian.

Vital Sign	Adult Horse	Newborn Foals up to 2 days of age	Vital Sign	Adult Horse	Newborn Foals up to 2 days of age
Temperature	99-101.3°F (37.2-38.5°C)	100-102°F (37.8-38.9°C)	Coughing	Occasional	Occasional
Pulse	30-44 beats per minute	60-120 beats per minute	Capillary refill time	One to two seconds or less	Two seconds or less
Respiration (breathing rate)	12-20 breaths per minute	20-60 breaths per minute	Butt winks	One to two seconds or less	Two seconds or less
Mucous membranes (gums)	Moist, healthy pink color	Moist, healthy pink color	Diarrhea	Occasional	Occasional

Health Records

2023	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Deworming												
Immunization												
Farrier Visit												
Veterinary Appointment												
Normal Temp.												
Heart Rate												
Breathing Rate												

The back cover features a chart which is useful for recording important health dates.

A generous portion of the 2023 Horse Sense Calendar proceeds is donated to The Foundation for the Horse



JANUARY 2023

American Association of Equine Practitioners

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 New Year's Day	2	3	4	5	6 Fast Day	7
8	9	10	11	12	13	14 Last Quarter
15	16 Martin Luther King Jr. Day (Obs.)	17	18	19	20	21 New Moon
22	23	24	25	26	27	28 Full Moon
29	30	31				

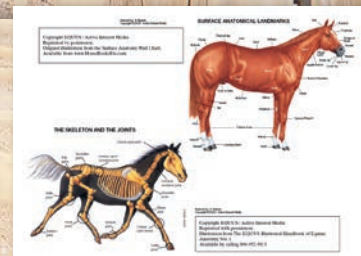
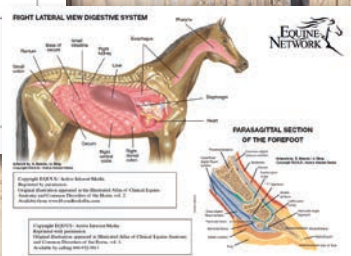
Horses are naturally well-adapted to thrive in frigid weather if they have the basics of adequate calorie intake, palatable water, and protection from wind and severe precipitation.

The Foundation for the Horse is a 501(c)(3) non-profit organization that is dedicated to the care and welfare of horses. For more information on how you can help us help horses, visit www.foundationforthehorse.org



www.aapc.org

YOUR IMPRINT HERE



Two pages in the calendar feature diagrams of the equine anatomy and digestive system.





HORSESENSE

American Association of Equine Practitioners

ALWAYS A NEW, EXCITING IMAGE SELECTION!



2023 Calendar Program for AAEP Members

Order Soon!

Stick-Up Calendar with 2 color Grid

Size: 3" x 2-1/4"

Stick ups give your message big exposure for little cost. They're versatile too: you can place them in vehicles and on refrigerators, file cabinets and more!



One complimentary display box per order of stick-up calendars.



www.aaep.org

YOUR IMPRINT HERE

JANUARY 2023						
sun	mon	tue	wed	thu	fri	sat
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				
1 - New Year's Day 16 - Martin Luther King Jr. Day						

Shown actual size

Why Choose Calendars To Carry Your Advertising Message?

On average, a person looks at a calendar 12 times a day, 84 times a week.
After 365 days, your brand will leave a definite impression: 4,380 times!

EXPOSURE: 98% of all homes and virtually 100% of all businesses use at least one calendar.

LOYALTY: 83% of businesses purchase the products or services of the advertiser who supplied them with a calendar.

RECALL: 94% of all business people can recall the advertising message on their calendars.

INTERACTIVE: 65% of all home calendar users and business people note appointments on their calendars.



Dear AAEP Member,

The 2023 AAEP Horse Sense Calendar is hot off the press ... and it looks great! As you know from seeing it and using it in the past, this is an executive-style calendar with beautiful, interesting and exciting photographs from some of the world's best equine photographers.

Your clients will love the calendar; it is not only attractive but useful as well. The calendar is large enough for your clients to write notes in the daily blocks, and includes anatomical diagrams that they can refer to when they call you with a problem and a chart on the back cover that they can use to keep track of important health dates.

While horse owners love these calendars, they cannot get one unless you give them one... *with your name or clinic/practice name printed boldly on the bottom.* The calendar will be a constant reminder every day in 2023 that you care about your clients and their animals and that you are ready to provide your professional services when needed.

There's no better way to say "thank you" to your clients than by giving them one of these beautiful, economical calendars as a holiday, year-end or New Year's gift. They will appreciate it and you will be supporting The Foundation for the Horse and its mission with each gift.

Sincerely,

The Foundation for the Horse



HORSE SENSE

2023 CALENDAR ORDER FORM



A generous portion of the 2023 Horse Sense Calendar proceeds is donated to The Foundation for the Horse.

CUSTOMER INFORMATION (BILL TO)

Practice Name: _____

Address: _____

City, State, Zip: _____

Phone: _____
Phone number will be used as PO# for factory inquiries.

Contact Person: _____

Email: _____
Please provide your email address for order communications and notices.

SHIPPING INFORMATION

☐ Same as Customer Information

Practice Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Contact Person: _____

Ship Order: ☐ When ready ☐ After 10 / 1 / 22

ORDER INFORMATION Production time is 15-20 days and may be extended after Sept. 1

QTY	STYLE	50-199	200-399	400+	Env.	TOTAL
	2023 Horse Sense Calendar AAEP (Min. 50)	\$4.19 ea.	\$4.09 ea.	\$4.00 ea.		
	Plain Mailing Envelopes (Loose envelopes will ship bulk with calendars)				\$.19 ea.	
	Plain Mailing Envelopes (Calendars inserted)				\$1.16 ea.	
QTY	STYLE	150+				
	Stick-Up 5323 (Min. 150)	\$.79				

PAYMENT OPTIONS

- ☐ Check Payable to Calendar Co-op Center
US Checks: PO Box 844619, Boston MA 02284-4619
Canadian Checks: C/O T8083 PO Box 8083 STN A, Toronto, ON M5W 3W5
Your Telephone # (to be used as your PO#) _ _ _ - _ _ _ - _ _ _

- ☐ Credit Card, DebitCard or ACH Transfer. An email with a link to pay will be sent once your order is in our system. A 3.5% processing fee and any additional banking charges will be added to credit card payments. Debit cards and ACH payments will not incur a fee.

Payable in U.S. Dollars only.

Subtotal _____
Applicable sales tax will apply

GRAND TOTAL _____

Price includes ground shipping within the USA and Canada.
Call for additional charges on foreign or expedited shipping.

Orders received after 11/1/2022 are subject to stock availability.

IMPRINT INFO

- ☐ Same Imprint as Last Year – Last Year's Job # _____ ☐ Changes to Imprint (attach sample) ☐ NEW Imprint

1st Line (Practice Name) _____

2nd Line (Slogan) _____

3rd Line (Address, City, State, Zip) _____

4th Line (Phone, Fax, E-mail) _____

Email digital artwork with order form to orders@calendarcs.com and include company name in subject line.

ORDERING OPTIONS

MAIL: Calendar Co-op Center c/o Horse Sense Calendar Program
P.O. Box 8000, Sleepy Eye, MN 56085
EMAIL: orders@calendarcs.com
CALL CUSTOMER SERVICE PHONE: 800.833.8136