



Advertising Sales Kit

Local advertising in your cookbook is an excellent way to increase your profits. Sales to area businesses are easy because of their sense of community and interest in your fundraising project.

To sell ads, show merchants the advertising layout sheets and the sample ads. Sales are easier if made by two or three members, giving each other support and making it difficult for the merchant to decline. Introduce yourselves, explain your project, and let them know how cookbook profits will be used. Explain that hundreds of your cookbooks will be sold to community members. You can sell either full-, half-, third-, quarter-, or sixth-page ads. Even if they say “No,” ask if they would like to be listed as a patron for only \$15. Remind the merchant that the ad cost is a deductible business expense.

Some of the easiest advertising sales are to banks, utilities, funeral homes, and savings institutions; they are good prospects for full-page ads. There is no limit to the number of ads you can sell and have printed in your cookbook. You only pay for the printing cost; the profit is yours to keep!

Ads will be placed in the back of the cookbook and will be printed in the same ink and paper color as chosen for recipe pages.

Ad pages should be submitted **press-ready**. This is material ready to print with no typesetting, touch-ups, or changes. Printed copy will look like the copy submitted. Reduction and enlargement of copy may be done at no extra charge.

Acceptable Ad Material

The quality of material submitted determines the quality of your ad pages. Please consider the following:

- Use the attached templates. Photos and artwork can extend to the solid frames (see Bully’s 1/2 page ad). Keep all text within dotted margins.
- Black/white line art prints best; photos and artwork with shades or screens are accepted, but do not print in high quality. Keep all ad elements, including text, in black ink, not in color.
- Business cards convert easily into 1/3 page ads, but avoid cards with dark or colored backgrounds and colored ink. If this material is submitted, we are **NOT** responsible for poor print quality.
- Do not submit type, lines, or artwork with fine lines or reverses. Do not provide ads with large areas of solid black (boxes, lines, or artwork).
- Do not submit ads with tape, staples, glue, rips, or smudges through it.
- Using the templates, indicate the order in which you want your ads to appear. If instructions are not given, we will group ads to maximize page space (e.g., grouping one half-page ad with two quarter-page ads).
- **If sending digital files:** convert into Portable Document Format (PDF) only using our “PDF Creator,” as this process embeds fonts and artwork. Fonts **MUST** be embedded for us to use your PDF. Files in other formats cannot be used. Do NOT send disks or CDs. We prefer all files sent via our web site, www.morriscookbooks.com. Click on the “Submitting Files” link for instructions. Send a hardcopy so we can verify your material.
- **If sending hardcopies:** Send quality laser printed pages on white paper, printed on only one side. Do NOT fax pages. Send your ads at the same time as your cookbook order.

Cost & Profit of Advertising

- You pay only for the ad printing at the rate of \$40 per page for **press-ready material**.
- Each side of a sheet of paper counts as one page of advertising.
- A fraction of a page will be charged as a full-page.

How much you charge for advertising is up to you. To assist you, we have provided suggested ad prices – see the chart at right.

Keep records of ads sold, size, and money collected. Collect payment at the time you sell the ad. Make photocopies of all ad material for backup and in case we call with questions.

Possible Profit From Ad Sales

	Suggested Ad Price	Sales	Cost*	Profit Per Page
one full-page ad =	\$75	\$75	- \$40	= \$35
two 1/2-page ads =	\$45	\$90	- \$40	= \$50
three 1/3-page ads =	\$35	\$105	- \$40	= \$65
four 1/4-page ads =	\$30	\$120	- \$40	= \$80
six 1/6-page ads =	\$25	\$150	- \$40	= \$110
14 patron ads =	\$15	\$210	- \$40	= \$170

*Cost is based on press-ready ads.

Advertising Sales Sheet

This form must be completed and submitted with the ad copy.
Production may be delayed if this form is not returned.

Organization _____

City _____ State _____

Name of person to contact if there are any
questions concerning advertising:

Name _____

Daytime Phone (_____) _____

E-mail _____

Ads for Inside Pages

NUMBER OF ADS	AD SIZE	SUGGESTED AD PRICE
	Full Page	\$75
	1/2 Page	\$45
	1/3 Page	\$35
	1/4 Page	\$30
	1/6 Page	\$25
	Patron	\$15
	◀ TOTAL NUMBER OF ADS	

Number pages or ads in the order you want
them to appear in your cookbook.

FULL-PAGE (4 1/8" x 7 1/4" – keep text within dotted area)

1/2 PAGE (4 1/8" x 3 1/2" – keep text within dotted area)

A vertical rectangular frame divided into two equal horizontal sections. Each section contains a dotted-line border for text entry.

1/3 PAGE (4 1/8" x 2 1/4" – keep text within dotted area)

A vertical rectangular frame divided into three equal horizontal sections. Each section contains a dotted-line border for text entry.

1/4 PAGE ($4\frac{1}{8}" \times 1\frac{5}{8}"$ – keep text within dotted area)

1/6 PAGE ($4\frac{1}{8}" \times 1"$ – keep text within dotted area)

SAMPLE ADS (one 1/3 page and four 1/6 page ads)



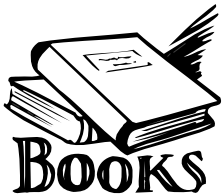
- ESTATE PLANNING
- RETIREMENT PLANNING
- INVESTMENTS
- INSURANCE

308-555-8874



2 CONVENIENT LOCATIONS:

Northgate Mall
Corner of Vine & 78th Street



MARSHA'S BOOK CORNER

24 Lincoln Ave.
Valley View, NC
308-555-4465

Chesterfield Formal Wear
tuxedo rental • wedding discounts • designer fashions

26 Falstaff Rd. • Valley View, NC • 308-555-4364



SAMPLE ADS (14 patron ads)

Mike & Patty Rice

Milford RV Park

Dr. & Mrs. Brad Peterson

Sandra Franks

Thomas & Andrea Rodehan

Stewart J. Miller, CPA

Duane & Marsha Smith

Oscar Gonzales

Grand Central IGA

Stanley & Sophie Oltman

Carter Auction Services

Shari Bellmeister

Wilson Insurance

Four Star Video