



Advertising Sales Kit

Local advertising in your cookbook is an excellent way to increase your profits. Ad sales to area businesses are easy because of their sense of community and interest in your fundraising project. *Many groups have paid for their entire printing bill from advertising profits.*

How To Sell Ads

- Some of the easiest ad sales are to banks, utilities, funeral homes, savings institutions, restaurants, grocery stores, and other retailers.
- 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 and their ad will be seen by many.
- Show merchants the advertising layout sheets and the sample ads. You can sell full-, half-, third-, quarter-, or sixth-page ads.
- If they say "No," ask if they would like to be listed as a patron for only \$15. Remind merchants that the ad cost is a deductible business expense.
- There is no limit to the number of ads you can sell and have printed in your cookbook. See the next page for profit potential.

Design Recommendations

What is Press-Ready? We define press-ready as a *PDF digital file* with ad pages correctly sized, and not requiring any changes, typesetting, or touch-ups. It is ready to print and will look like the material submitted. The print quality will depend on the quality of the press-ready file. This file must be electronically submitted.

- You will have more profit if ad pages are press-ready.
- Ad pages will be placed in the back of the cookbook and will be printed in black ink on the same paper color chosen for recipe pages.
- **Black/white line art prints best.** Ads with photos or artwork with shades or screens are accepted, but we cannot guarantee consistent ink coverage.
- Business cards convert easily into 1/3 page ads, but avoid cards with dark or colored backgrounds, photos, and colored ink. If this material is submitted, we are **NOT** responsible for poor print quality.
- For best use of space, group ads, e.g., one 1/2 ad and two 1/4 page ads, on a page. Indicate the order you want ad pages to appear. If no instructions are provided, we will use our discretion.
- Complete the *Advertising Summary* on the next page and submit with your ad material, as this will assist us. Provide a contact if we have questions.

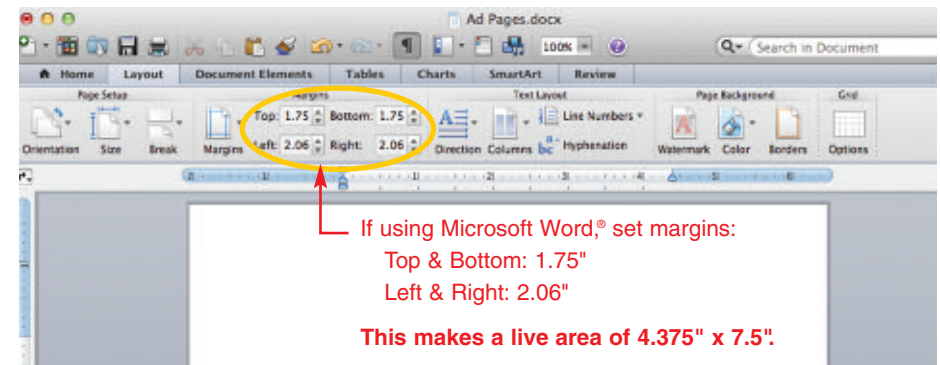
Design Assistance Needed – Use our Templates

- If ad pages are not press-ready, Morris Press Cookbooks can design your ad pages for \$30/page set-up fee. One page is one side of a sheet of paper.
- Print template pages (at actual size, not shrink-to-fit; check printer settings) and mock-up each merchant's ad, provide clear instructions, and/or include merchant's material (e.g., business cards). Write the names of the merchant in the appropriate sized spaces indicating where you want each placed.
- Do not tape, staple, or glue the merchant's material to the template sheets in case we need to scan material. Send original material rather than photocopies, newspaper ads, or faxes, as these will result in poor print quality.
- Complete the *Advertising Summary* on the next page; send with your order.

Create Press-Ready Ad Pages (PDF file)

See the yellow box at left for what is press-ready. Print quality is determined by the press-ready file; **please follow these guidelines:**

- Create press-ready ad pages in one document using your own software. Put pages in the order you want them to appear in your cookbook.
- Live area of ad pages should be 4.375" wide x 7.5" tall. See image below for Microsoft® Word margins. Templates on the following pages are for ad size reference only; do not submit templates – press-ready pages must be digital files.
- Include frames for ads, similar to our templates and sample ads, or simply add a line between ads as one of our sample ad pages demonstrates.
- Keep text or images 1/8" from frames.
- Photos and images with shades of gray should be scanned and saved at 300-600 ppi/lpi. Do not enlarge artwork in your document as this will reduce ppi resulting in poor printing.
- Recreate ads if needed, typesetting the name and important elements.
- All ad elements must be in black, not in color. Convert colors to grayscale.
- When ad pages are done, convert your file into a PDF.
- If you are using typensave,® upload your PDF file directly into your account in the Cookbook Extras section. If you are not using typensave,® go to **www.morriscookbooks.com/upload** to send your PDF file.
- Complete the *Advertising Summary* on the next page; send with your order.



Cost of Advertising Pages

- Advertising page printing is 3¢/page (per book).
- One side of sheet of paper = one page of advertising.
- A set-up fee of \$30/page is also charged if pages are **not press-ready**.
- A loose pile of business cards and ads is **NOT** considered press-ready. Only a PDF digital file of all ad pages correctly sized, and not requiring any changes, typesetting, or touch-ups is considered press-ready.
- While individual digital ads are helpful, they are not considered press-ready since complete ad pages, ready to print, must be furnished.
- Our ad department will determine if ad pages are press-ready. If we must make modifications, the \$30/page set-up fee will apply.
- A fraction of a page will be charged as a full-page; group ads to make the best use of space.

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

Keep records of ads sold, size, and money collected. Collect payment when you sell the ad. Make copies of all ads in case we call with questions. See the last page for an *Advertising Sales Tracker* to assist you.

Profit Potential From Ad Sales

*Based on press-ready ad pages – using a 300 book order as an example.

6 Page Examples	Sug. Price	Sales	Cost*	Page Profit
one full-page ad =	\$100	\$100	- \$9	= \$91.00
two 1/2-page ads =	\$60	\$120	- \$9	= \$111.00
three 1/3-page ads =	\$40	\$120	- \$9	= \$111.00
four 1/4-page ads =	\$30	\$120	- \$9	= \$111.00
six 1/6-page ads =	\$25	\$150	- \$9	= \$141.00
14 patron ads =	\$15	\$210	- \$9	= \$201.00
Totals =	\$820	\$820	- \$54	= \$766.00

Wow! Profit potential for 6 pages of ads = \$766.00

If ad pages are not press-ready, additional cost is \$180 (6 pages @ \$30 each), with profit at \$586 – still great revenue!

Advertising Summary

This form must be completed and submitted with ads.
Production may be delayed if this form is not provided.

Organization _____

City _____ State _____

Name of person to contact if we have questions:

Name _____

Daytime Phone (_____) _____

E-mail _____

Complete below for press-ready pages.

Press-Ready Advertising Pages Submitted _____

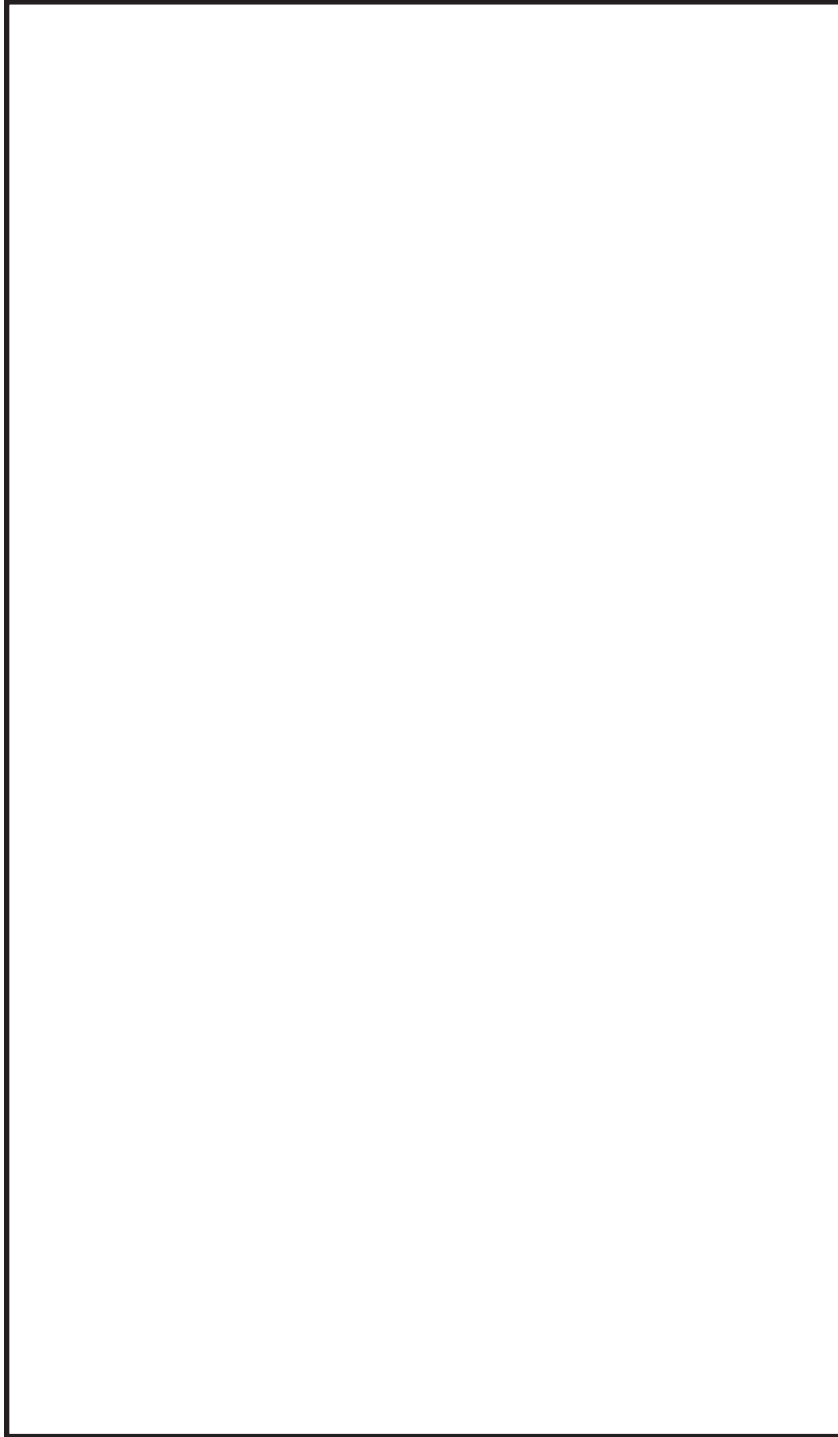
If you are using typensave,[®] upload your PDF file directly into your account in the Cookbook Extras section. If you are not using typensave[®], to send your PDF file, go to www.morriscookbooks.com/upload. Fill in the line above indicating your total number of press-ready ad pages. Provide a hard copy and number pages in the order you want them to appear (which should match your digital file).

Complete below if pages are NOT press-ready.

NUMBER OF ADS	AD SIZE	SUGGESTED AD PRICE
	Full Page	\$100
	1/2 Page	\$60
	1/3 Page	\$40
	1/4 Page	\$30
	1/6 Page	\$25
	Patron	\$15
◀ TOTAL NUMBER OF ADS		

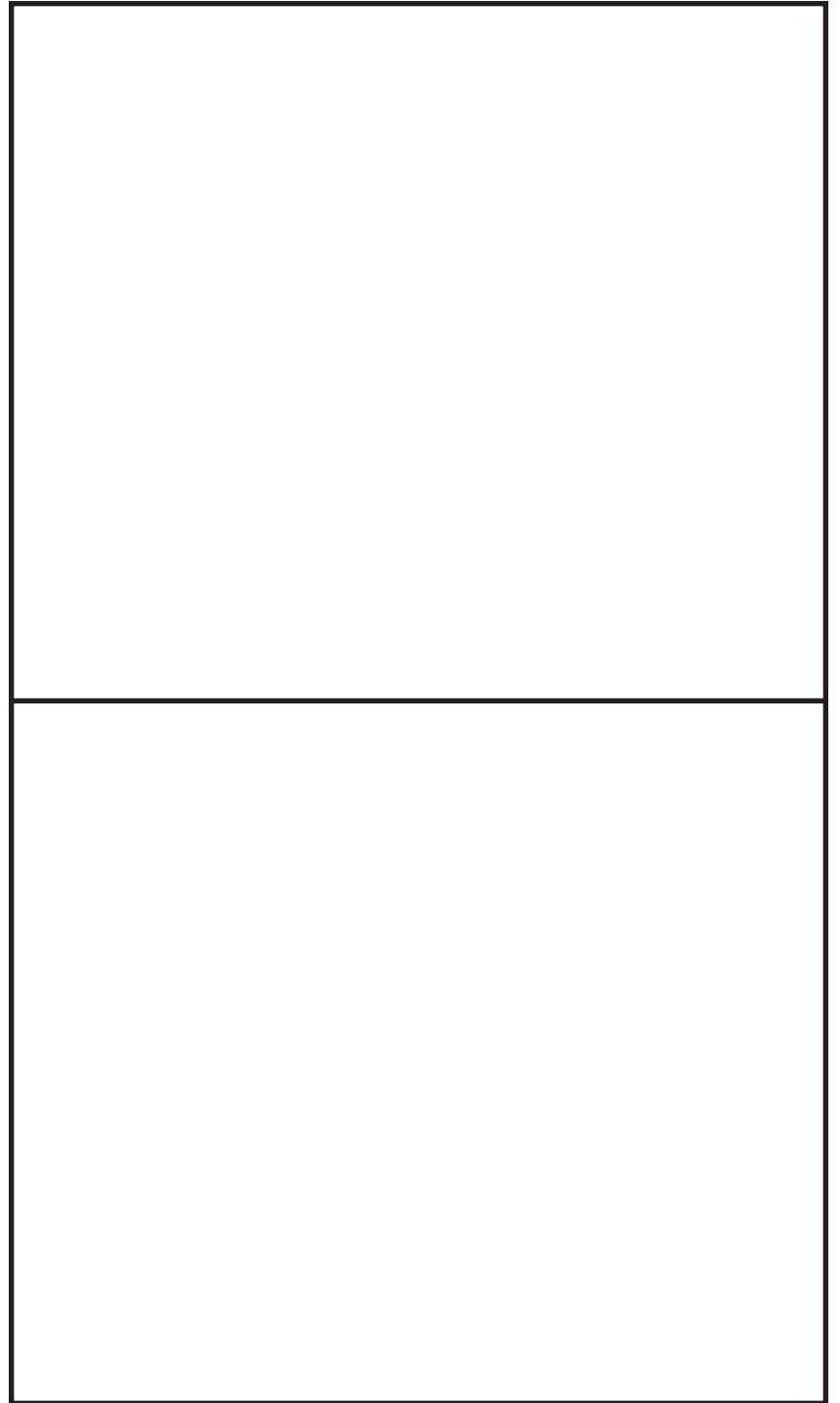
Please number ads/ad pages in the order you want them to appear. Press lightly in pencil on the back of each ad. We reserve the right to group ads to make better use of page space, e.g., one 1/2 page ad may be grouped with two 1/4 page ads.

FULL-PAGE TEMPLATE (4 3/8" x 7 1/2" – keep all content within frame)



Use these templates if design assistance is needed. Do **NOT** use for press-ready ads as those pages must be digital files, although use the ad measurements to correctly size ads.

1/2 PAGE TEMPLATE (4 3/8" x 3 3/4" – keep all content within frames)



1/3 PAGE TEMPLATE ($4\frac{3}{8}" \times 2\frac{1}{2}"$ – keep all content within frames)

Use these templates if design assistance is needed. Do **NOT** use for press-ready ads as those pages must be digital files, although use the ad measurements to correctly size ads.

1/4 PAGE TEMPLATE ($4\frac{3}{8}" \times 1\frac{7}{8}"$ – keep all content within frames)



ORGANIC MARKET

• natural **FRESH** organic •

4896 Carter Avenue • Open everyday from 8:00 am - 10:00 pm

Committed to Freshness and the Finest Quality

We search for the finest, natural and organic foods available, maintain the highest standards, and have a strong commitment to local farmers. You'll find excitement with your shopping experience and get help from the friendliest employees. That's what we're all about.



Ad Tips:

- Line art (artwork with simple strokes and no shades of gray) as all these ad pages demonstrate, print the best.
- Keep text or images 1/8" away from borders.
- If Morris Press Cookbook designs ad pages, provide clear sharp material (originals not copies), don't write, tape over, or staple on ad material, provide mock-ups or instructions on templates, and indicate ad sizes. For details, see page 1 – *Design Assistance Needed* and *Design Recommendations*.
- For press-ready ad pages, see page 1 – *Create Press-Ready Ad Pages* and *Design Recommendations*.

BULLY'S
BAR & GRILL
VALLEY VIEW, NC

9270 LEWIS & CLARK BLVD. • 308-555-9614

The Athlete's Foot®

Get serious about how you play!
Valley View Mall • 308-555-2727

**JUNGLE
JAVA
CAFE**

LOCATED IN
VALLEY VIEW MALL

Come taste the exotic flavors of the world with our endless variety of coffees and teas. Join us for our gourmet brunch specials on Sundays.

308-555-5464



GENERATIONEXT



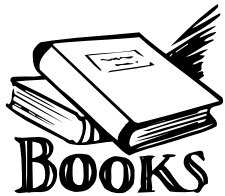
- ESTATE PLANNING
- RETIREMENT PLANNING
- INVESTMENTS
- INSURANCE

308-555-8874



2 CONVENIENT LOCATIONS:

Northgate Mall (Hwy. 39)
Brooks Plaza (W. Brooks St.)



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



Mike & Patty Rice

Milford RV Park

Dr. & Mrs. Brad Peterson

Ken & Bob's Auto Repair 555-1234

Thomas & Andrea Rodehan

Stewart J. Miller, CPA

Duane & Marsha Smith

In Memory of Oscar Gonzales

Grand Central Shop Mart

Stanley & Sophie Oltman

Carter Auction www.name.com

Shari Bellmeister

Wilson Insurance

Five Star Rentals

If you prefer, press-ready ad pages do not require a frame around the page. You may separate ads with lines between each ad as shown.

