

## 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.

Ads 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.

Ad pages should be submitted **press-ready**. This is *digital material* at the correct size that is ready to print with no typesetting, touch-ups, or changes. Printed copy will look like the material submitted. We require a PDF file.

### Creating Press-Ready Material (PDF file)

- Create press-ready ad pages using your own software. Use our templates on the following pages as guides to create your ad pages.
- Keep text at least 1/8” from the border.
- Photos and scans should be 300–600 dpi (best quality is 600 dpi). Do not stretch a business card into a large ad. The resolution will be very poor. Recreate the ad if needed, typesetting the name and important elements.
- All ad elements must be in black, not in color. Convert colors to grayscale.
- **We require a PDF file. Visit [www.morriscookbooks.com/upload](http://www.morriscookbooks.com/upload) to send your file. The uploading process will convert your pages into a PDF.**

### If Morris Press Cookbooks Sets Up Your Ads

- Print template pages and write the names of the merchant in the appropriate sized spaces indicating where you want each placed. Submit the templates and the merchant material (business cards, flyers, etc.).
- Do not tape, staple, or glue the material to the templates. Send original material if possible rather than photocopies or faxes, as this affects quality.

### General Considerations

- Black/white line art prints best; ads with photos or artwork with shades or screens are accepted; however, we cannot guarantee consistent ink coverage.
- 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.
- 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.

### Cost of Advertising Pages

- Advertising page printing is 3¢/page (per book) for **press-ready pages**.
- 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.**
- 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, so arrange 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 on right and the next page.

**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.

### Possible Profit From Ad Sales

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

6 Page Examples	Sug. Price	Sales	Cost*	Page Profit
one full-page ad	= \$95	\$95	- \$9	= \$86.00
two 1/2-page ads	= \$50	\$100	- \$9	= \$91.00
three 1/3-page ads	= \$35	\$105	- \$9	= \$96.00
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
<b>Wow! Sales potential for 6 pages of ads</b>				<b>= \$726.00</b>

# Advertising Sales Sheet

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 \_\_\_\_\_

# Press-Ready Advertising Pages Submitted \_\_\_\_\_

Visit [www.morriscookbooks.com/upload](http://www.morriscookbooks.com/upload) to send press-ready ad pages via our File Uploader. Fill in the line indicating your total number of press-ready ad pages. Provide a hard copy and number pages in the order you want them to appear.

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

**Complete below if pages are NOT press-ready.**

NUMBER OF ADS	AD SIZE	SUGGESTED AD PRICE
	Full Page	\$95
	1/2 Page	\$50
	1/3 Page	\$35
	1/4 Page	\$30
	1/6 Page	\$25
	Patron	\$15
	◀ TOTAL NUMBER OF ADS	

Please number ads 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 best use of page space, e.g., one 1/2 page ad may be grouped with two 1/4 page ads.

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


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


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


**1/6 PAGE** ( $4\frac{3}{8}" \times 1\frac{1}{4}"$  – keep all content within frames)




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



**GENERATIONEXT**



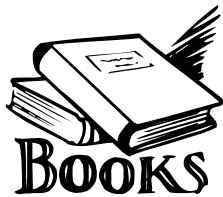
- ESTATE PLANNING
- RETIREMENT PLANNING
- INVESTMENTS
- INSURANCE

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



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 Shop Mart**

**Stanley & Sophie Oltman**

**Carter Auction Services**

**Shari Bellmeister**

**Wilson Insurance**

**Five Star Rentals**