



Advertising Instruction Booklet

Fundraising projects for
churches, clubs and schools



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901-853-7070
www.fundcraft.com

A successful advertising campaign

Many organizations double their profits from our cookbook fundraising plan with the use of advertisements from local merchants.

This booklet will help you organize and conduct a profitable and successful advertising campaign.

SELECT AD SALES COMMITTEE

The Advertising Phase Leader should select two or three members who like to sell and are well known to the local merchants. A merchant will have a harder time refusing to take an ad in your cookbook if he is contacted by a friend.

SET REASONABLE AD PRICES

Fundcraft recommends the following prices to charge merchants:

Full page	\$95.00
Half page	50.00
Third page	40.00
Fourth page	30.00
Sixth page	20.00
Eighth page	15.00
Booster	10.50

These are just suggested prices. Your committee should decide what to charge based on local newspaper and other advertising media in your area. Remember – your group keeps all the money collected from the ad sales campaign except for a minimum per page printing charge.



SELECT BENEFIT OR PROJECT

Many merchants will place larger ads if they know that the profits from your fundraising cookbook project are to be used in the community. Tell the merchants that the advertising is tax deductible and that your group is using the profits from the sale of the books for _____ community project.

CALL ON EVERY MERCHANT

Don't neglect even the smallest merchant. Every \$10.50 booster ad helps your project and spreads goodwill throughout your community.

PICK A GOOD SALES DATE

Many merchants are rushed on Mondays and Saturdays. Plan to contact the merchants during the middle of the week when they aren't quite as rushed. Carry this booklet and show the merchant the size and quality his ad will be.

IT PAYS TO ADVERTISE

Any time a merchant says that advertising is not worthwhile, it's probably because he does not understand about the project. Advertising in your cookbook will give the merchant dollar for dollar what he spends, because it is...

Permanent... It is not an ad that will appear only once and then be thrown away as in a newspaper; it will be seen many times over a period of years. Your cookbook is kept, used and treasured for years. Repetition is what counts to the advertiser and his ad will be seen every time the book is used.

Appreciated by the organization... The organization appreciates every ad. You are proud of the cookbook. It signifies to all that your group is active, outstanding and well respected in the merchants' area. Organizations appreciate their publications, which are made possible by the merchants' cooperation, and show their appreciation by trading with the merchants who advertised with them, every day of the year and year after year, saying "Back these merchants – they backed us."

Attractively displayed... Many advertisers across the nation refuse to advertise in certain magazines because they do not have the prestige or are not attractive. It would cheapen their product to advertise in cheap or poorly publicized magazines. Your cookbook is an attractive, prestigious publication. It is locally sponsored for local benefit and local circulation. The ad is worth many times the cost to the merchant.

SUBMIT ONLY CLEAR ADVERTISING COPY

The very best copy to submit for publication is a merchant's business card or letterhead, newspaper ad or telephone yellow page ad. (They should be on white paper.) Attach this to the ad form and mark the size desired. Be careful not to staple or tape over the copy.

Check and recheck for accuracy. Mark each ad for size, price and space. Even check the copy a merchant prepares for you (we have had merchants spell their own names wrong) for accuracy. If there is an error, we will not know it, but merchants will when they see their ad in print.

Fundcraft does all of the professional ad layout and typesetting; however, make sure that if a merchant wants his ad in a specific format that you sketch a rough layout on the back of the ad form, so we can set up the same layout format in the book. Do not oversell too much copy for a small ad space. Only the name of the merchant and address should go in a sixth page or eighth page ad. More material makes the ad appear crowded and readers will skip over it.

LINES OF COPY PER AD SIZE

Third page maximum 10 line of copy

Fourth page. maximum 8 lines of copy

Sixth page maximum 6 lines of copy

Eighth page. maximum 4 lines of copy

Advertising Receipt/Layout Form

Date _____

This will authorize you to publish: My name as a booster *or* My ad in your cookbook
 We agree to pay \$ _____ Cash *or* Check

COVER ADS

REGULAR AD PAGES

- | | | | |
|---------------------------------------|--|---|-------------------------------------|
| <input type="checkbox"/> Inside Front | <input type="checkbox"/> Full Page | <input type="checkbox"/> 1/4 Page (8 lines of copy) | <input type="checkbox"/> Booster Ad |
| <input type="checkbox"/> Inside Back | <input type="checkbox"/> 1/2 Page | <input type="checkbox"/> 1/6 Page (6 lines of copy) | (1 line of copy) |
| <input type="checkbox"/> Outside Back | <input type="checkbox"/> 1/3 Page (10 lines of copy) | <input type="checkbox"/> 1/8 Page (4 lines of copy) | |

Name of Advertiser or Booster (type or print) _____

Advertising Copy (type or print) _____

Pictures or artwork furnished? Yes No Approved by _____

Solicited by _____ Firm _____

Organization _____ Address _____

NOTE: Do not staple or tape over copy! Print all names clearly. We cannot be responsible for errors when copy is illegible. We do not guarantee the use of any logos that are not the correct size for the ad purchased. If more space is needed, write on back. Send all receipt/layout forms to Fundcraft.

Complete all information, cut along the dotted line and leave the bottom portion of this page with the advertiser as a receipt.

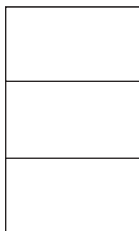
AD POSSIBILITIES



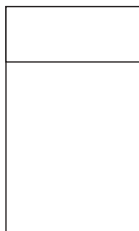
Full page



1/2 page



1/3 page



1/4 page



1/6 and 1/8 page

These sketches show the relative sizes of our ads and the number of lines they will accommodate. Use your own judgement on how much to put on full and half page ads. Remember that logos will take up space so use fewer lines of copy when logos are to be used. See the other side of the layout form for correct ad sizes.

ADVERTISING RECEIPT

Received from _____,
 the amount of \$ _____ by cash check for the purchase of advertising space in
 our cookbook.

Solicited by _____

Organization _____

ARTWORK SUBMISSION GUIDELINES

If the advertiser wants a photograph in his ad, there is an additional charge. Black and white logos and small drawings are free in fourth page ads and larger, but they should be the correct size for the ad purchased. Photos are not included on third page ads or smaller.

- DO submit original photos, original artwork or ink drawings. Submit black and white laser prints for line art only (not acceptable for grayscale art or photographs).
- DO submit files on disk at a minimum resolution of 300 dpi in TIFF, EPS or JPEG format. Images from web sites are generally at 72 dpi and are not high enough resolution to reproduce adequately.
- DO NOT submit inkjet or laser printouts of photos or grayscale graphics from your computer. Submit these files on disk instead. (Exception: laser prints are preferred for black and white line art.)
- DO NOT submit photos or graphics clipped from newspapers, magazines, greeting cards, stationery, etc. They will reproduce poorly and may be copyrighted.
- DO NOT submit photocopies of photos or graphics, or pencil or crayon drawings.
- DO NOT use paper clips, staples or tape on your photos or artwork as they may damage them.
- DO NOT submit artwork that is disproportionate.
- DO NOT submit art larger than 8.5" x 11"
- DO NOT submit negatives or transparencies.



RECEIPT TO EVERY MERCHANT

The receipt you furnish the merchant is the bottom part of the ad layout form. Fill out all the information, tear off the bottom half and give it to the merchant as his receipt. If the merchant requests a specific layout, sketch it on the back of the form to be returned to Fundcraft. Also write any special instructions on the layout. Please print all ad copy. Any emblems or ad copy should be attached to the receipt with a paper clip. Never staple, tape or mark through any copy we can photo copy.

All ad layout forms should be mailed to Fundcraft with the other material for your book. If you run out of forms, you can request more or make photocopies of the form.

ADVERTISING RECAP SHEET

Be sure to complete the advertising recap form. This information tells us how many ads your book will have and gives us a way to double check against the submitted layout sheets to make sure we don't leave out any ads.

WHAT TO SEND FUNDRAFT

- Make sure all ad copy is attached to or printed on the advertising layout forms.
- Attach all black and white logos, emblems, drawings, etc. to the layout form with a paper clip.
- Complete the advertising recap form and check to make sure every ad is accounted for. Include the ad material along with the rest of the material for your cookbook to Fundcraft. Please send everything for your book to us at one time.

The Five Ws For Success

WHO?

Your organization, your introduction. Arouse your prospect's curiosity, get his attention.

WHY?

Your benefit. Tell your prospect why the organization is raising money. Do not tell too much right at first. Be so enthusiastic and full of life that he will be anxious to know more.

WHAT?

Your cookbook. This is an important part where you create interest and a buying motive. Do not overtalk your prospect, however. It is your job to make him see how he will benefit. You are selling a service and the more you make him see that you are rendering him a real service, the more likely you are to get his order.

Visualize his ad. Don't be afraid to use your hands or picture his ad in your cookbook by words and motion. This will aid in selling more and larger ads. It gives him pride in ownership.

WHERE?

Your cookbook will be distributed locally. The organization would like to put one or more in every home in the community – the homes of his current and potential customers.

WHEN?

Now. The sooner you get his copy and everything into production the sooner the cookbooks will be distributed. This is your close and the most important part of a sales interview. No matter what you have said or how attractively you may have presented your advertising, you have gained nothing unless you have sold your ad. Don't forget to ask for his ad.

Kitchen Gardeners

Love to see their
Gardens Smile



Discover the "Pursuit of Imperfection" where you will enjoy *significant savings* on slightly imperfect pieces. The only shop offering the complete collection of over 300 original designs cast in stone by stone carver George Carruth.

Garden Smiles

by Carruth

Columbus Location
Polaris Towne Center
Columbus, OH 43240
614-847-3660
Mon - Sat 10-9,
Sun 12-6

Waterville Location
211 Mechanic Street
Waterville, OH 43566
419-878-5412
Mon - Fri 10-6, Sat 10-5,
Sun 12-5



Shop on line @
www.gardensmiles.com

Catalog available for \$3

SAMPLE FULL PAGE AD

SOLITAIRE
JEWELERS

ABEL FLORES

Broadmoor Mall • Hobbs, NM 88240

505-397-7277 • Fax 505-397-4570

Open Mon.-Sat. – 10- 6



SAMPLE HALF PAGE AD

SAMPLE THIRD PAGE AD



KAY & TAN MOSS
OWNERS

1076 HIGHWAY 65-N
GREENBRIER, AR 72050



STEVE NICKELL
MANAGER

(501) 679-7070

Colt's Quick Draw



Baskin *31* Robbins.





Estate Sales Furniture

BENNY CAUDELL

2720 Helen Hwy.
Cleveland, GA 30528

706-865-4823

706-865-7561

Highway 75 North
3 Miles N. of Cleveland

SAMPLE QUARTER PAGE ADS

Featherwood Gardens



Liz Simmons
Proprietor

1123 East Kytle Street
Cleveland, GA 30528
706-865-2544

DirectTV North Georgia

DISH Network

SIGHT, SOUND & SECURITY

Royston, GA 30662

Across from Cobb Hospital

Window Tinting

706-245-5535

Home & Car Audio

Drake Gas Co.

P.O. Box 99 • 83 Industrial Park Rd. • Hartwell, GA 30643

706-376-5282



SAMPLE SIXTH PAGE ADS



SAMPLE EIGHTH PAGE ADS

The Wood Shed

413 Carrollton Ave. • Greenwood, MS 38930

David & Ann Winters • 453-0073

TYRONZA LUMBER AND HARDWARE

“Your Home Building Headquarters”

100 Main St. Tyronza, AR Phone: 487-2274