

# Ad Examples & Sizes



Full page  
5" x 8"



1/2 Page  
5" x 4"



1/3 Page  
5" x 2 5/8"



1/4 Page  
5" x 2"



1/6 Page  
5" x 1 1/4"



1/8 Page  
5" x 1"

Date \_\_\_\_\_

### Advertising Receipt/Layout Form

This will authorize you to publish  My name as a bonnie 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"/> Bonnet Ad
<input type="checkbox"/> Inside Back	<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> 1/6 Page (6 lines of copy)	<input type="checkbox"/> (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 Bonnet (type or print) \_\_\_\_\_  
Advertising Copy (type or print) \_\_\_\_\_

Picture or artwork furnished?  Yes  No Approval 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 produced. 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
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These sketches show the relative sizes of our ads. Use your own judgement on how much to put on full and half page ads. Remember that logos will take up space so our 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 \_\_\_\_\_

**ADVERTISING RECEIPT AND LAYOUT FORM**

Sample of Advertising Receipt Form



# Advertising Instruction Booklet



Have your fundraising cookbook pay for itself through advertising



410 Hwy. 72 W. • P.O. Box 340  
Collierville, TN 38027  
901-853-7070 • www.fundcraft.com



Using advertising from local merchants in your cookbook fundraising plan allows you to expand your profits. You could even sell enough space to pay for the printing entirely!

Then each cookbook sale is 100% profit.

### Tips on Selling Ads

- 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 publish an ad in your cookbook if he is contacted by a friend.
- 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 your community project.
- Don't neglect even the smallest merchant. Every \$15 booster ad adds up.

### Submission Guidelines

- A merchant's business card or letterhead, newspaper ad or telephone yellow page ad is the preferable form of submission. (They should be on white paper.) Attach to Ad Receipt form and mark the size desired. **Do not** staple or tape over the copy.
- Mark each ad for size, price and space. Check and recheck the copy a merchant prepares for you to proof for accuracy. You are responsible for any errors (other than printing errors) made on the ad.
- If a merchant has an existing ad, supply the ad on CD as well as a hard copy. Or, if they want a specific design, draw a rough sketch on the back of the ad form. Do not oversell too much copy for a small ad space. Ads smaller than 1/4 page will be text only.

#### Suggested Ad Rates

Full page. . . . \$150	1/4 Page. . . . \$40
1/2 Page. . . . \$100	1/6 Page. . . . \$30
1/3 Page. . . . \$75	1/8 Page. . . . \$25
Booster. . . . \$15	

*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.*

#### Lines of copy per ad size

- 1/3 page – maximum 10 lines of copy
- 1/4 page – maximum 8 lines of copy
- 1/6 page – maximum 6 lines of copy
- 1/8 page – maximum 4 lines of copy
- There is an additional charge for photographs. Black and white logos and small drawings are free in 1/4 page ads and larger, but they should be the correct size for the ad purchased. Photos are not allowed on third page ads or smaller.
- Complete an Advertising Receipt/Layout Form for each ad submitted.

### Submission Checklist

- 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). Attach to the Advertising Receipt/Layout Form.

- DO submit files on disk at a minimum resolution of 300 dpi in TIFF, EPS, JPEG or PDF format. Images from web sites are generally at 72 dpi and are not high enough resolution to reproduce adequately.
- DO recheck to make sure every ad is accounted for. Please send everything for your book to us at one time.
- 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 (see back cover for example of form). Fill out all the information, tear off the bottom half and give it to the merchant as his receipt. Write any special instructions on the layout. Please print all ad copy.

All ad layout forms should be mailed to Fundcraft with the other material for your book.

P.O. Box 340 • Collierville, TN 38027

Our Recipe for  
fundraising success



P.O. Box 340 • Collierville, TN 38027



Have Fundcraft type your recipes!

If you spend time selling advertising rather than typing, your profits will grow.

### Dear Fundraiser:

As you've become more involved in producing your cookbook, you might have discovered that typing recipes can be a challenging task even with our ShortCut™ recipe program. When you're dealing with ingredients, there is no room for error! Fundcraft has been compiling recipes for over 40 years, so we know how time-consuming and tedious it can be. That's why using your time to sell local merchant advertising makes a lot more sense.

### There is Nothing to Lose and 100% Profit to Gain

By spending time selling advertising rather than typing, you're almost certain to generate more than enough revenue to replace the 25¢ discount you would receive for using our ShortCut™ recipe typing program, and you'll often sell enough advertising to pay the entire printing cost of your cookbooks! Many of our customers make more money selling advertising than on actual cookbook sales. You could be making 100% profit before you sell your first cookbook!

### The Best Market for a Local Merchant is Their Friends and Neighbors

Every merchant has to advertise and community cookbook advertising is an excellent way to promote business to the local community. By advertising in their own church, school or club publication, the merchant doesn't only promote their product or service to a receptive audience—they generate good will by participating as an active member of their community. And unlike most advertising, the merchant's ad will be seen for years to come! Sometimes generations!

### Fundcraft Makes it Easy

Fundcraft provides you with all the tools you need to sell advertising, so you don't have to be a salesperson. Just send us a merchant's business card or a copy of one of their previous advertisements attached to an Advertising Receipt Form, and our professional art staff will design and compose their ad for a minimum per page printing charge.

### 40 Years of Experience has Taught Us that 100% Profit is the Way to Go

We've enclosed a small brochure on advertising sales and a copy of our CD "Get Cooking with Fundcraft." The CD features a video that walks you through our program. It also includes information on our new [Family Memories Photo Book Program](http://www.familymemories.com) (www.familymemories.com).

### Thanks for Being a Fundcraft Customer!

Remember, if you have any questions, or need any help at all with your fundraising cookbook program, please contact us at 1-800-853-1363.

Sincerely,

David Bradley  
Publisher

"You collect the recipes...  
Fundcraft will do the rest!"

**P.S.** Don't forget that the Christmas deadline just is around the corner, so go ahead and complete your program and mail the material to Fundcraft!