

# AD SALES

## FOR YOUR PERSONALIZED COMMUNITY COOKBOOK

### Increased Profits for Your Organization

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Many organizations have discovered that their profits are increased dramatically through ad sales to local businesses. Some organizations have earned enough money from ad sales to pay for their entire order before they even sold their first cookbook! We encourage you to submit your advertising pages press-ready to see the most profit from your advertising sales!

The amount of money you can add to your treasury with ad sales is limited only by your own enthusiasm and initiative, and by the number of businesses and supporters in your area.

### Selling Ads to Local Businesses

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How do you convince businesses that it's a good idea to buy advertising space in your community cookbook? Savvy business owners should immediately recognize the potential for increased sales. After all . . .

- Most printed advertisements are read, then thrown away. Advertisements in community cookbooks are different. Community cookbooks have a long "shelf life," thus giving exposure to advertisers for many years to come . . . for one low price!
- Many businesses believe in giving back to the community that has made them successful. Let your prospects know what your cookbook profits will be used for – give them an opportunity to support your cause.
- The ads will appear in a quality cookbook, printed by a company with over 70 years in the fundraising community cookbook industry.

### Local Support for Your Fundraiser

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Our Patrons Ads are an inexpensive, yet effective, way for individuals in your community to show support for your cause. For example, members of your own organization, local celebrities, executives of local businesses, and local politicians may wish to buy a Patrons Ad.

### Tools for Successful Ad Sales

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We have included information on the back of this page that will help you sell, and then organize, the ads. We have also included ad layout sheets so that you can show your prospects the actual ad sizes. See [cookbookpublishers.com/wp-content/uploads/dlc/PageGuidelines.pdf](http://cookbookpublishers.com/wp-content/uploads/dlc/PageGuidelines.pdf) for further information about submitting press-ready files.

### Advertising Prices

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The cost of advertising pages varies, depending on whether you send press-ready pages to us. For press-ready pages, the cost of an advertising page (one side of sheet) is \$.05 per page per book. If you require that we do the design work for your pages, the cost is \$45.00 per page. The above rate for partially-filled pages. For example, if a  $\frac{1}{4}$  page ad appears by itself on a page, you will be invoiced as if it is a full page ad. Your ad pages will be printed in black ink and the same paper stock as your recipe pages. Additional costs would be incurred for advertisers wishing to have their ad printed in color.

You can determine the amount you wish to charge for cookbook advertisements. However, if you are not sure what you should charge, the enclosed Advertising Sales Record shows our suggested selling prices.

You may also sell advertising space on the inside front cover, as well as the inside and/or outside back cover. Placement of an ad in these locations is more desirable to Advertisers, so you can charge more for those ads. Your cost will be \$.05/page per book for press-ready pages and \$45.00 per page for pages we typeset for you, per ad page, plus a cover printing charge of \$.15 per page per book for black ink, or \$.25 per page per book for house ink, PMS ink or multi- or full-color ink.



**Cookbook Publishers**  
4710 Roe Parkway  
Roeland Park, KS 66205  
800.227.7282

## Ad Sizes

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We offer seven ad sizes, as shown on the enclosed sample ad layout sheets. For your convenience, we have listed those ad sizes below. We have also listed whether you can include black and white line art and/or a photograph for each ad size that we design for you.

| <u>Size Description</u> | <u>Size</u>                             | <u>Photograph</u> | <u>Black and White Line Art/Logos</u>             |
|-------------------------|---|-------------------|---|
| Full Page               | 4 $\frac{1}{2}$ " x 7 $\frac{1}{2}$ "   | One photo         | Yes. We will enlarge or reduce.                   |
| 1/2 Page                | 4 $\frac{1}{2}$ " x 3 $\frac{3}{4}$ "   | One photo         | Yes. We will enlarge or reduce.                   |
| 1/3 Page                | 4 $\frac{1}{2}$ " x 2 $\frac{1}{2}$ "   | No                | Yes. Please submit correct size.                  |
| 1/4 Page                | 4 $\frac{1}{2}$ " x 1 $\frac{1}{8}$ "   | No                | Yes—but a limit of 2. Please submit correct size. |
| 1/6 Page                | 4 $\frac{1}{2}$ " x 1 $\frac{1}{4}$ "   | No                | No  |
| 1/8 Page                | 4 $\frac{1}{2}$ " x 1 $\frac{15}{16}$ " | No                | No  |
| Patrons Ad*             | 4 $\frac{1}{2}$ " x $\frac{1}{2}$ "     | No                | No  |

(\*Maximum 2 lines of copy per Patrons Ad; maximum 14 Patrons Ads per page)

## What You Need From Your Advertiser

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If the ad is 1/4 page or larger, your Advertiser may want his business logo or artwork to appear in his ad. You should request any of the following black and white pieces for that purpose:

- Business Card
- Letterhead
- Ad clipped from a previous publication such as a circular or magazine

*Clippings from newspapers and telephone directories will not provide a quality reproduction.*

If the Advertiser's copy will reproduce and fit within the space allowed for that ad size, we will use the submitted camera-ready copy. Otherwise, we will typeset and layout the ad according to our standard design fee. Business cards with colored or dark backgrounds and /or colored ink DO NOT print well. If these items are submitted, we are not responsible for poor print quality.

If a photograph is to be included in a 1/2 page or full page ad, your Advertiser must provide a good-quality black and white photograph. A printed or photocopied picture will not provide a quality reproduction.

Please accept only black and white line art and/or logos if they are to be included in your customer's ad. Pastel colors are usually too light to reproduce. Dark colors next to each other will blend together and may reproduce as all black. Any artwork and/or logos that will not reproduce will be omitted.

Computer generated ads are accepted but must be sized to the templates. DO NOT use screens or photographic images; they do not print well. We are not responsible for poor print quality if these items are submitted.

See [cookbookpublishers.com/wp-content/uploads/dlc/PageGuidelines.pdf](http://cookbookpublishers.com/wp-content/uploads/dlc/PageGuidelines.pdf) for further information about submitting press-ready files.

## Organize and Prepare Your Ads

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If your Advertiser gives you printed copy, you may attach the material directly to the appropriate ad copy sheet to indicate the size of the ad and the position it will occupy on the page. If you do not receive printed copy from your Advertiser, you should print or type (please . . . do not write) the Advertisers' copy in the space provided on the ad copy sheet.

Do not cover any of the printing (artwork and copy) on your ad material with scotch tape. Also, do not staple through art or printed material on the ad copy submitted by your Advertisers.

*Place all like-sized ads together on the layout sheets, unless you have specific placement requirements. All ads should be placed horizontally on the page.*

All ad copy material must be sent to us at one time, together with your recipes and order for cookbooks. Include our copy of the Advertising Recap Form so we have a complete list of the number and size of your ads. Late submissions will incur additional charges.

*Keep a record for your own files of every advertisement sold, size, location on the page if specified, and money collected. Keep your completed copy of the Advertising Sales Record with your other materials for easy reference.*

Ad pages will be placed after the index, unless you give specific placement instructions.

# ADVERTISING SALES RECORD

## ADS FOR INSIDE PAGES

| NUMBER OF ADS | AD SIZE   | SUGGESTED AD PRICE | TOTAL |
|---------------|-----------|--------------------|-------|
|               | FULL PAGE | \$100.00           |       |
|               | 1/2       | \$60.00            |       |
|               | 1/3       | \$40.00            |       |
|               | 1/4       | \$30.00            |       |
|               | 1/6       | \$25.00            |       |
|               | 1/8       | \$20.00            |       |
|               | Patrons   | \$15.00            |       |
|               | TOTALS    |                    |       |

## COVER ADS

|                     | FULL     | 1/2     | 1/3     | 1/4     |
|---------------------|----------|---------|---------|---------|
| SUGGESTED AD PRICES | \$120.00 | \$80.00 | \$60.00 | \$50.00 |
| FRONT INSIDE        |          |         |         |         |
| BACK OUTSIDE        |          |         |         |         |
| BACK INSIDE         |          |         |         |         |
| PRICE               |          |         |         |         |
| TOTAL               |          |         |         |         |



**Cookbook Publishers**  
4710 Roe Parkway  
Roeland Park, KS 66205  
800.227.7282

# ADVERTISING RECAP FORM

NOTE: Fill out and RETURN TO US with your ad copy.

TOWN \_\_\_\_\_ STATE \_\_\_\_\_  
ORGANIZATION \_\_\_\_\_

## ADS FOR INSIDE PAGES

| NUMBER OF ADS | AD SIZE      |
|---------------|--------------|
|               | FULL PAGE    |
|               | 1/2          |
|               | 1/3          |
|               | 1/4          |
|               | 1/6          |
|               | 1/8          |
|               | Patrons      |
|               | <b>TOTAL</b> |

## COVER ADS

|              | FULL | 1/2 | 1/3 | 1/4 |
|--------------|------|-----|-----|-----|
| FRONT INSIDE |      |     |     |     |
| BACK OUTSIDE |      |     |     |     |
| BACK INSIDE  |      |     |     |     |
| <b>TOTAL</b> |      |     |     |     |



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FULL PAGE (4 1/2" x 7 1/2") – Logos, emblems or photographs will be used if good, clear black and white copy is provided. Reductions or enlargements will be made as needed. CIRCLE "INSIDE" OR "COVER"

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HALF PAGE (4 1/2" x 3 3/4") – Logos, emblems or photographs will be used if good, clear black and white copy is provided. Reductions or enlargements will be made as needed. CIRCLE "INSIDE" OR "COVER"

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HALF PAGE (4 1/2" x 3 3/4") – Logos, emblems or photographs will be used if good, clear black and white copy is provided. Reductions or enlargements will be made as needed. CIRCLE "INSIDE" OR "COVER"

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THIRD PAGE (4 1/2" x 2 1/2") – No photographs, but logos and emblems will be used if good, clear black and white copy is provided. Please submit correct size.  
CIRCLE "INSIDE" OR "COVER"

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THIRD PAGE (4 1/2" x 2 1/2") – No photographs, but logos and emblems will be used if good, clear black and white copy is provided. Please submit correct size.  
CIRCLE "INSIDE" OR "COVER"

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THIRD PAGE (4 1/2" x 2 1/2") – No photographs, but logos and emblems will be used if good, clear black and white copy is provided. Please submit correct size.  
CIRCLE "INSIDE" OR "COVER"

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FOURTH PAGE (4 1/2" x 1 7/8") – No photographs, but up to 2 logos or emblems will be used if good, clear black and white copy to fit within ad space provided. Please submit correct size. CIRCLE "INSIDE" OR "COVER"

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SIXTH PAGE (4 1/2" x 1 1/4") – No logos, emblems or photographs.

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SIXTH PAGE (4 1/2" x 1 1/4") – No logos, emblems or photographs.

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EIGHTH PAGE (4 1/2" x 15/16") – No logos, emblems or photographs.

EIGHTH PAGE (4 1/2" x 15/16") – No logos, emblems or photographs.

PATRONS PAGE (4 1/2" x 1/2") – Maximum of 2 lines of copy per ad. Maximum of 14 patrons per page. No logos, emblems or photographs.

# **DEE WRIGHT INSURANCE AGENCY, INC.**

*Your Insurance & Investment Specialist*

Office Location: Lakeside Yachting Center  
(Behind Subway inside Majestic Ventures Office Suites)  
2515B NASA Road 1, Suite 205  
Seabrook, Texas 77586

*Please call for an appointment*

Cell: (832) 794-3520

Work: (281) 326-0500 Fax: (281) 326-0700  
Investments: (281) 326-0300

Residential, Autos, Boats, Motorcycles, Commercial, Health,  
Life, Long-Term Care, Disability & Investments

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# **★ Lone Star Coach**

**www.absolutelylimos.com**

**Call 281-291-STAR (7827)**

## **Luxury Transportation**

**Walter Powell, General Manager**

*Locally owned & operated*

*Seabrook, Texas*

**Dallas & Dee Wright**

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**RE/MAX**  
**Space Center**

Independently Owned and Operated

Email: [PMullin@spacecenter.com](mailto:PMullin@spacecenter.com)  
[mullinpm@msn.com](mailto:mullinpm@msn.com)

**Pat Mullin**  
**Sales Associate**

1720 Nasa Road 1, Suite 101  
Houston, Texas 77058  
Office: (281) 333-1700 ext. 226

Cellular: (281) 455-1993  
Fax: (281) 291-0766  
1-800-580-7629

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## *The Country Kingdom* Montessori School

911 Texas Ave. • League City • 281-332-0323  
6:30 - 6:30 Monday - Friday 6 Weeks - 12 Years

- Montessori Certified Teachers
- Trained Professional Staff - CPR & First Aid Certified
- Low Staff/Child Ratio • NCI Vender
- 8 Acres of Land with 6 Playgrounds
- Transportation to & from local schools
- Preschool & Kindergarten Programs
- Extracurricular Programs - Dance & Gymnastics

We offer more than childcare...We are an affordable learning environment for your child!

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## **PIANO LESSONS**

Offered by  
**Anne Huysman**  
901 Ripplingbrook Dr.  
The Oaks - Seabrook  
(281) 474-7020

BFA Piano Performance  
Texas Certified Music Teacher

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## SAMPLE ADS

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