



Merchant Ad Information Packet



Selling ad space to local businesses is a great way to boost your profits or fund your book costs. Simply set your price per ad (most groups double or triple the price of the ad.) Ads can also be sold to members of your group as dedication or memorial pages. Ad pages are located behind the index, and are in black and white.

Ad Pricing Chart

Ad Space (Size)	Price/Ad	Set your Price/Ad
1/4 page (4.25W x 1.875H)	\$10	Suggested \$20-\$40
1/2 page (4.25W x 3.75H)	\$20	Suggested \$40-\$80
Full Page (4.25W x 7.5H)	\$40	Suggested \$80-\$120

Cookbook Specialists charges the Price/Ad and we list suggested prices, but often if you set a minimum price and let business know that they can donate more, some do.

Standard business cards are the perfect size for 1/4-page ads. For 1/2-page and full-page ad, a newspaper article or brochure may be a better size.

If someone submits a full-color ad, remind them that it will be altered to grayscale (black and white).

If a business does not have an ad already created, we can print their information in the box. Ask them what information they would like included. Example of 1/4 page ad:

**Custom Cookbooks
by Cookbook Specialists**

505 20th Ave SW

Independence, IA 50644

800-383-1679

www.cookbookspecialists.com

Collecting and Submitting Ads

Reaching out to local businesses, asking if they want to purchase an ad, is a good way to start. You may also want to expand and reach out to home-based businesses as well.

You can print off the ad template at the back of this packet to show businesses the size of the ads and the pricing. You may also want to tell them how many books you are planning on ordering so they know how many people will see their ad.

If someone provides you with a full-color ad, remind them it will be printed in black and white in the book.

When collecting ads, we recommend having three envelopes – one for each size ad. Clearly label them 1/4 page, 1/2 page and full page.

Have a sheet for the information for the ads. A sample is located at the end of this guide and can be printed off and used if you wish. We recommend that when you collect the ads, you collect payment and contact information for the business at that time and mark it down for your records as well.

Ads can be submitted by mailing them in or emailing them to us. Prepare a list for each ad size that includes the name of the businesses so we clearly know which ads are those sizes.

Mailing Ads – Make sure the ads do not have any tape, staples or paper clips that may damage other ads. Keep ads sorted by size. We prefer to receive three envelopes, one for each size ad.

Emailing Ads – If you are scanning and emailing the ads, be sure to name the ads by the name of the business. Send three separate emails, one email for each size of ad.

No matter how you submit the ads it's important to provide us with a list of the ads by size. That way we can match the ads and make sure that all of them are included.

Memorials and Dedications

Merchant ad space can also be used for Memorials and Dedications. For some organizations, members may want to add a photo and brief text of a loved one or friend. For these, contact us for the best way to submit the information so the spaces can be set up properly. The ads with photos will also incur additional cost, so you will need to charge more for these ads.

Full Page Merchant Ads

Price Per Ad: \$ _____

1. Sold To: _____
Paid: _____
Description: _____

10. Sold To: _____
Paid: _____
Description: _____

2. Sold To: _____
Paid: _____
Description: _____

11. Sold To: _____
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12. Sold To: _____
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9. Sold To: _____

Paid: _____

Description: _____

18. Sold To: _____

Paid: _____

Description: _____

5.5 x 8.5 Book Size

4.25 x 7.5 - Full Page Ad

4.25 x 1.875 - 1/4 Page Ad

4.25 x 1.875 - 1/4 Page Ad

4.25 x 3.75 - 1/2 Page Ad