

Negotiate A Campaign!

Single ads carry little punch. Impact is created by advertising campaigns. In the same way that political candidates conduct advertising campaigns in order to convert voters, businessmen must campaign for business. A single ad may attract customers to a "give-away," but it won't convert the regular clientele you need to flourish.

If we help you grow, we both win. You will continue supporting us if we are of value to your operation. In order to help you prosper, we are willing to negotiate advertising prices which will help you to develop a full and effective advertising campaign.

Envision the following advertising campaign:

4 Full-Page Ads

4 Half-Page Ads

4 Quarter-Page Ads

**4 Streamer Ads (5x1 all the
way across the top of page)**

40 One-Eighth Page Ads

44 Classified Ads

All 100 Ads for \$70 Per Week

(the cost of a weekly 1/8-page ad)

With this kind of campaign, you should really be able to draw in business. You would average two ads per issue--some big, some small. You would only be charged for a 1/8-page ad, but you would receive much more. The constant \$70 per week charge would help you in budgeting, as well.

Let's launch a campaign. Your business will never be the same. Despite the depression which has plagued the country, you will discover new prosperity. For some people a depression can be catastrophic. For innovative businessmen, hard economic times can be a gold mine.