

# Fedhealth™ Ad Kit

## AD PROGRAM OVERVIEW

Fedhealth has developed a creative **Advertising Program** where **100%** of the money spent by local businesses & groups stays with local First Responders, K-12 schools, nonprofit organizations and others!

Normally when groups purchase "IT'S A DISASTER!" in bulk (1,000 units & up), books can be customized in the printing process with local data (e.g. contact #s, maps, shelter data, etc.)

Now ... whenever an Agency, School or nonprofit plans to do a custom print, they can sell Ads inside their books so local businesses can share goods, services and messages with local residents and businesses. And every single penny spent on this Ad Program STAYS with that local agency, school or group. *(Please note, ads can also be done for small volume and rush orders using free peel & stick labels – call for details!)*

- Maybe ask for a \$0.10 - \$5.00 per page/placement times the number of books being printed (or whatever you prefer). *(Cost = "\$X" / pg x total # books being printed .. groups can determine what price to charge and take cash, lines of credit or "trade"!)* And consider charging higher amounts for premium placement of color logos, names or messages on outside book cover!
- Agencies / Schools / volunteers collect Advertising dollars and Fedhealth includes ads with custom print for **FREE** ... so **\$\$\$ STAY** with local community...!
- Complements existing Fundraiser Programs designed for schools & volunteers
- Offers tons of "match" benefits for to use toward future federal / local grants

**Example: EM Agency uses grant dollars to purchase 1,000 custom books ...**

EM Agency orders 1,000 custom books  
*(1k x \$3.50 includes custom pages with maps, etc.)*

*Cost to EM = \$ 3,500*

6 local businesses want ½ Ad page each  
*(3 pages x \$5.00/pg x 1,000 books)*

*Cost to biz = \$ 15,000 (\$2,500 each)*

Fedhealth prints Ad pages in books for FREE  
*(Can support CERTs, Citizen Corps, Explorers, etc.)*

*\$ stay with EM = **\$15,000***

Donated goods and services qualify as  
in-kind / community match  
*(e.g. free customization, free Ads, our labor,  
all discounts, etc.)*

*Est. match value to EM = **\$ 43,750***

*... see next page ...*

**Example: School District sells 20,000 books @ \$10 each as a fundraiser...**

Amount School District collects in advance (20,000 books x \$10 / book prepaid)	\$ collected up front = \$ 200,000
20 local businesses want ¼ Ad page each (5 pages x \$1.00/pg x 20,000 books)	\$ collected from biz = \$ 100,000 (\$5k ea)
School orders 20,000 custom books (20k x \$3.50 includes all custom data)	Cost for books = \$ 70,000
TOTAL amount raised by School district	Keep <b>\$6.50/book</b> + Ad \$ = <b>\$ 230,000</b>

And again - groups can pay for any size Ad with cash, lines of credit or trade / barter .. whatever helps that area. This **Ad Program** is a great way for the public and private sectors to collaborate and get safety and preparedness data into whole communities while helping fund local groups..! *Please call to discuss any ideas or to request a Quote or more examples. Remember ... we can design ads on labels for orders under 1k too- call for details! There's also a PDF overview online at [www.itsadisaster.net/ad\\_program.html](http://www.itsadisaster.net/ad_program.html)*

## TIPS FOR PREPARING ADVERTISEMENT IN PRINT PROCESS

- Size of 1-page Ad: 4" w x 7" h (allows for margins inside 5-3/8" x 8-3/8" book) Groups can sell placement on book covers, spine, multiple pages per ad, multiple ads per page, etc!
- Need high-resolution camera-ready copy, a laser printout (suitable for scanning) or electronic files (Quark, PDF, EPS, etc). Ads usually print **Black & White** (+ **Red** if needed). *Fedhealth can assist with formatting if Ad data supplied electronically .. but please call first!*
- Companies can send artwork direct to Fedhealth but please call to discuss.
  - Ads can focus on products, services or issues pertinent to local communities.

### **Some Ad examples ...**

- Local hardware store discounting storm shutters, fire alarm systems, etc.
- Local utility offering free energy evaluation, rebate programs, etc.
- Local group / business providing safety tips or messages to residents
- Fedhealth assists businesses & groups with artwork and final sign-off while coordinating custom print job with local First Responders, schools, etc. Color ads are an option for a minor upcharge -- please call to discuss!
- When mailing artwork, please mail FLAT to prevent folding and include contact data + email id. Send to: Fedhealth 7739 E Broadway Blvd # 416 Tucson AZ 85710-3947

For assistance contact Bill or Janet at 1-888-999-4325 or [info@itsadisaster.net](mailto:info@itsadisaster.net)