

## FSC and USFRA Dallas-Fort Worth book project (Looking for advertisers)



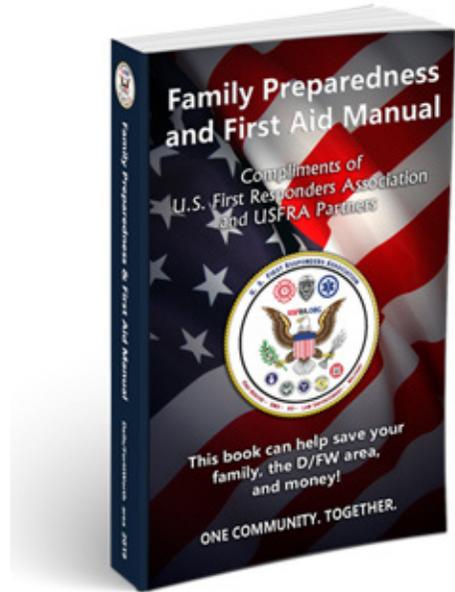
The [U.S. First Responders Association](#) (USFRA) – with initial funding from **Jägermeister** – has an opportunity we'd like to invite you to participate in that benefits first responders.

**Project:** Print **20,000+** custom [disaster preparedness and first aid manuals](#) filled with color ads (most offering savings & freebies on all types of goods and services) starting as low as **2.5 cents per book or less** for the **Dallas-Fort Worth (TX)** area by summer 2019.

[Fedhealth Services Corp](#) (FSC) is managing entire book project for USFRA and offering **20% commissions** on all referred ads placed in books. FSC will have books delivered **free** to **all** participating advertisers based on their level of support. And we'll print a few thousand extra copies for D/FW first responder families.

For 20 years Fedhealth has been customizing our [266-page books](#) for agencies, businesses and organizations across North America. Now we are expanding books with ads to encourage people to keep the book with them to save money on everyday items + things to help them get prepared for emergencies and disasters.

**Promote your business for pennies:** FSC is looking for advertisers/partners interested in purchasing premiere spots and color ads inside front and back of 20,000+ preparedness and first aid manuals for D/FW metro in this inaugural print.



Pricing for color ads on 5-3/8" x 8-3/8" glossy pages with margins in **back** of custom paperbacks:

- listing \$ .025** (4.4" w x 0.5" h / cost = \$.025 x 20,000 books = **\$500**)
- 1/3 pg \$ .08** (4.4" w x 2.4" h / cost = \$.08 x 20,000 books = **\$1,600**)
- 1/2 pg \$ .12** (4.4" w x 3.7" h / cost = \$.12 x 20,000 books = **\$2,400**)
- full page \$ .24** (4.4" w x 7.4" h / cost = \$.24 x 20,000 books = **\$4,800**)

Premiere ads on glossy paper in **front** special full bleed section of custom paperbacks:

- full bleed** 2-page spread **\$ .50** (10-3/4" w x 8-3/8" h / cost = \$.50 x 20,000 books = **\$10,000**)
- full bleed** 1-pg **\$ .30** (5-3/8" w x 8-3/8" h / cost = \$.30 x 20,000 books) = **\$6,000**)

Premiere spots on **cover** available for now ~ please call **903-343-5191** to discuss.

FSC will negotiate great deals and can take half down with balance due before we print this summer. We also will discount rates for advertisers who pay in full, offer discounts to nonprofits and government agencies, pay referral \$\$\$ and provide more benefits. Download [9-page ad media kit in PDF](#)

**20% Referral commissions/donations:** - FSC **pays 20%** of gross ad sale commission for referrals so share this handout and [kit](#) with businesses you know in D/FW, or any companies or groups who'd like to market to those communities and support first responders and military, and have them contact us. Referrals are paid on-going so if they do ads in future printings, the 20% will be paid each time. (see page 9 of PDF).

And remember, ad revenues pay for books to be delivered to **all advertisers** and some local first responder families, and proceeds benefit the **U.S. First Responders Association** supporting America's heroes.

Please call FSC today at **903-343-5191** and let's make a difference together! Stay safe, Bill & Janet Liebsch