

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



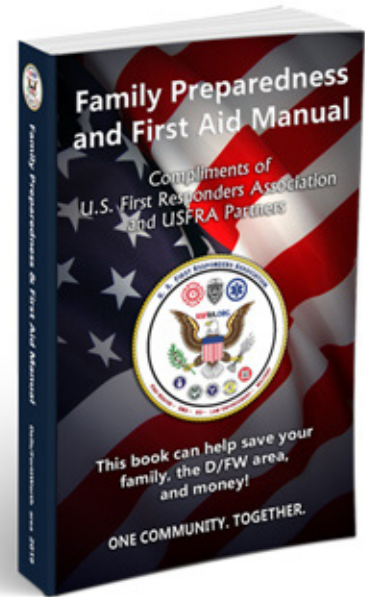
The [U.S. First Responders Association](#) (USFRA) – with initial funding from **Jägermeister** – has an opportunity we'd like to invite you to participate in that benefits first responders.

Project focus: Print **20,000+** custom [disaster preparedness and first aid manuals](#) filled with hundreds of ads offering savings and freebies on all types of goods and services for the **Dallas-Fort Worth (TX) area** by summer 2019.

[Fedhealth Services Corp](#) (FSC) will manage the entire book project for USFRA and offer **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 area 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 to include ads to encourage people to keep the book with them to save money on everyday items, as well as things to help them get prepared for emergencies and disasters.

Looking for advertisers: FSC is looking for advertisers/partners interested in purchasing premiere spots and color ads on glossy pages 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 glossy paper **with margins** in **back** of custom paperbacks:

full page \$.24 (4.9" x 7.9" / cost = \$.24 x 20,000 books = **\$4,800**)

1/2 pg \$.12 (4.9" x 3.8" / cost = \$.12 x 20,000 books = **\$2,400**)

1/3 pg \$.08 (4.9" x 2.5" / cost = \$.08 x 20,000 books = **\$1,600**)

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

full bleed 2-page spread **\$.50** (10-3/4" x 8-3/8" / cost = \$.50 x 20,000 books = **\$10,000**)

full bleed 1-pg **\$.30** (5-3/8" x 8-3/8" / cost = \$.30 x 20,000 books) = **\$6,000**)

Premiere spots on back and inside **covers** also available but **first come/first serve** ~ call 903-343-5191.

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, and provide several additional benefits. [Download 9-page ad media kit in PDF](#)

20% Referral commissions: - Plus FSC will **pay 20%** of gross ad sale commission for referrals so share this handout and [media kit](#) with business contacts you have in D/FW area, or any companies or groups who'd like to market to those communities and support first responders and military, and have them contact us.

And remember, ad revenues pay for USFRA's custom books to be delivered to **all advertisers** and some local first responders for their family, 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