

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



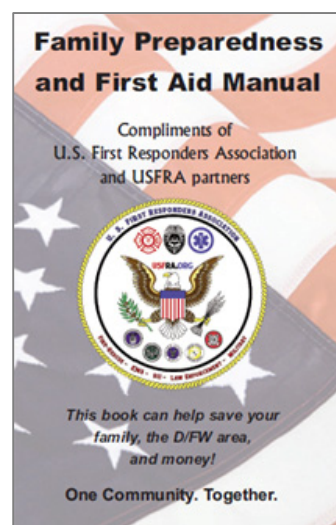
The [U.S. First Responders Association](#) (USFRA) – with initial funding from **Jägermeister** – has an opportunity we'd like to invite you to participate in, and it benefits our nation's first responders.

Project focus: We plan to 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 June/July 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 government agencies, businesses and organizations across North America. Now we are expanding books to include a few hundred pages of 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 anchor advertisers now: FSC is looking for key advertisers/partners that would be interested in purchasing prime ad placement on/in USFRA books. (See below) These ad slots are **first come/first serve** so please contact us ASAP if you (or any potential contacts you have) might be interested in this opportunity.



Some premiere / key ad costs (all are full color in 20,000+ paperbacks and prices are negotiable!):

- Entire 5-3/8" x 8-3/8" back cover **\$.60/book** (cost = \$12,000);
- Inside front cover **\$.45/book** (cost = \$9,000) / Inside back cover **\$.40/book** (cost = \$8,000)
- Premiere full bleed section in front of book **\$.30/glossy page** (cost = \$6,000)

We will negotiate GREAT deals with interested advertisers, and anchor partners will be included in the media kit, across all social media platforms, in press coverage and more. Also, we can take **half down** with balance due before we print, and will discount rates for those who pay in full. As FYI, color ads on glossy paper with margins (approx. 5" x 8") will run **full page \$.24** (cost = \$4,800) ... (and **1/2 pg \$.12** and **1/3 pg \$.08**), and we are flexible and will negotiate with bulk buys. A full media kit will be available soon.

20% Referral commissions - Plus FSC will **pay 20%** of gross ad sale commission just for referrals ~ **WE DO ALL THE WORK!** Please note, we'll be sharing this referral commission opportunity with D/FW area volunteers and first responders (and the public) so again, it is **first come, first serve**. More will be included in the **media kit** soon.

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 Fire/EMS, Law Enforcement, active duty Military, and Veterans.

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