

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



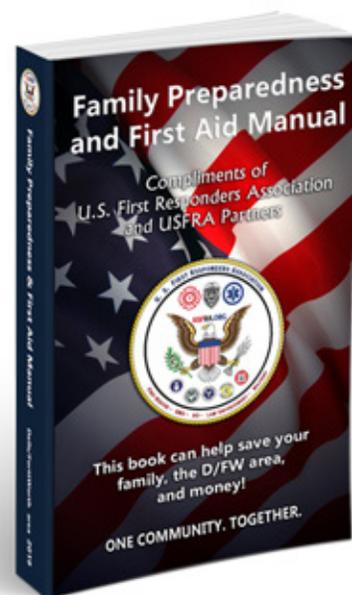
The [U.S. First Responders Association](#) (USFRA) – with initial funding from **Jägermeister** – has an opportunity we'd like to invite you to participate in that benefits first responders.

Project: Print **20,000+** custom [disaster preparedness and first aid manuals](#) with a limited # of color ads starting as low as **2.5 cents per book or less** for the **Dallas-Fort Worth (TX) area** by summer 2019 (before Sept National Preparedness Month.)

[Fedhealth Services Corp](#) (FSC) is managing entire book project for USFRA and offering **20%** commissions/donations on referred ads placed in books. Paperbacks will be delivered **free** to **all** advertisers based on their level of support. And FSC is printing 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: Advertisers and partners can purchase 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 2.5 cents** (4.4" w x 0.5" h / cost = \$.025 x 20,000 books = **\$500**)
- 1/3 pg 8 cents** (4.4" w x 2.4" h / cost = \$.08 x 20,000 books = **\$1,600**)
- 1/2 pg 12 cents** (4.4" w x 3.7" h / cost = \$.12 x 20,000 books = **\$2,400**)
- full page 24 cents** (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 cents** (10-3/4" w x 8-3/8" h / cost = \$.50 x 20,000 books = **\$10,000**)
- full bleed 1-pg 30 cents** (5-3/8" w x 8-3/8" h / cost = \$.30 x 20,000 books = **\$6,000**)

Premiere spots on book **cover** ~ call **903-343-5191** for availability and details.

FSC will negotiate great deals and can take **25% down** to lock in ad spots with payment options plus offer discounts for bulk buys, for those who pay in full, and for nonprofits and government agencies. We also pay referral \$\$\$ and provide more benefits. [Download 9-page ad media kit in PDF](#)

20% Referral commissions/donations: - FSC **pays 20%** commissions/donations for referrals so share this handout and [media 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, 20% is paid each time. (*see pg 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