

ENHANCING YOUR ADS WITH COLOR

WHY IT WORKS

1 It's simple and effective.



2 It allows your advertisers to stand out from the crowd.



3 You realize greater profit with every color ad.



HOW IT WORKS

COLOR ADVERTISING

Adding color to your advertising makes either the business name and/or a logo stand out from the rest of the ad copy. The examples below show how changing the color of the name of the business or logo affects the look of the ad.



Logos or color photographs demand visual attention. Businesses will appreciate the opportunity to feature full color images as part of their advertising.



HOW TO PRICE IT

The following examples illustrate the increased profit your organization will realize with the simple addition of color in your ads.

1	Per Ad Income:	\$ 200.00
	Ad Rate	\$ 150.00
	Logo (NEW LOGOS ONLY)	\$ 30.00
	Color Charge	\$ 20.00
	Per Ad Expense:	\$ 36.25
	Set Up	\$ 6.25
	Logo (NEW LOGOS ONLY)	\$ 15.00
	Color Charge	\$ 15.00
	Profit Per Ad	\$113.75 x 36 ads = \$4,095



2	Per Ad Income:	\$ 250.00
	Ad Rate	\$ 200.00
	Logo (NEW LOGOS ONLY)	\$ 30.00
	Color Charge	\$ 20.00
	Per Ad Expense:	\$ 36.25
	Set Up	\$ 6.25
	Logo (NEW LOGOS ONLY)	\$ 15.00
	Color Charge	\$ 15.00
	Profit Per Ad	\$213.75 x 36 ads = \$7,695



For More Information on How to Add Color To Your Calendar, Contact Your Sales Representative!