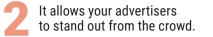


# ENHANCING YOUR ADS WITH COLOR

## **WHY IT WORKS**



It's simple and effective.





CHRYSLER JEEP • MAZDA • SUBARU 4710 Miller Trunk Hwy. • Duluth, MN 55811 www.millerhill.com Office 218/722-5337 • 1-800/758-5337 Sales Hrs: Service Hrs: Parts M-Th 8am-8pm M-Th 7am-7pm M-Th 7am-Fri 8am-6pm Fri 7am-6pm Fri 7am-Sat 9am-5pm Sat 7:30am-4pm Sat 7:30am-

You realize greater profit with every color ad.

Walmart Store 1757 4740 West Mall Dr Hermantown, MN 55811 Fax 218/727-0933 218/727-1310



100-300 CALENDARS

CALENDARS

218/727-2600

## **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.



#### ARROWHEAD **CONCRETE WORKS** Washed & Screened Gravel, Sand Mason Sand, Ready Mix Concrete 5572 Miller Trunk Hwy., Duluth, MN 55811 Plant 218/729-8274 Fax 218/729-6724 Concrete Blocks • Retaining Wall Blocks Chimney Blocks • Lightweight Blocks Masonry Cement • Patio Blocks

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





**Debbie Zellner** Realtor®, GRI, Manager, 612-280-9105 Mobile 507-744-4123 Fax Debbie@DebbieZellner.com

## **HOW TO PRICE IT**

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

	Per Ad Income: Ad Rate	<b>\$ 200.00</b> \$ 150.00		CALENDARS
	Logo (NEW LOGOS ONLY) Color Charge	\$ \$	30.00 20.00	MICHELE M. SWOR-HURST
	Per Ad Expense: Set Up Logo (NEW LOGOS ONLY) Color Charge Profit Per Ad	\$ \$ \$ <b>\$</b>	36.25 6.25 15.00 15.00 113.75 x	TUBBY CAECKER Pool and Spa Center 5334 Miller Trunk Hwy. • Duluth, MN 55811 218/729-7414 • www.tubbychecker.com
7	Per Ad Income:	\$ :	250.00	400-700



\$ 200.00 20.00 \$ 36.25 6.25 4879A Miller Trunk Hwy Hermantown, MN 55811

\$213.75 x 36 ads = \$7,695

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

22 Whitney Drive | Milford, OH 45150 | 1-800-531-1484 help@gbcfundraising.com | www.gbcfundraising.com