

HOW TO TAKE OUT 17% OFF YOUR ADVERTISING COST

This eBook brought to you by:

Buy-Ebook.com

Our site has got a great collection of the best ebooks which are sold on the Internet, but at a lower price than on any other site.

Affiliates

Earn 60% Commission On Every Sale! We sell 500+ eBooks.

As a Buy-Ebook.com Associate, we will pay you a Massive 60% referral fee for every sale that you generate. You can [sign up for FREE](#) and start making money straight away.

If you want to directly link to some ebooks related to content of your site, [get affiliate link here](#). Choose any from 500+ titles.

NOTE:

If you Would like to Offer this Ebook to Your Web Site Visitors as a FREE Download, then please do so. You can post this ebook to your web site, offer it in your newsletter, print it out as a book, give it to your friends, etc. No royalties are necessary. Give it away or offer it as a bonus with your products. You are not allowed to make any changes to it without permission.

The Author, his publishers, agents, resellers or distributors assume no liability or responsibility to any person or entity with respect to any loss or damage or alleged to be caused directly or indirectly by the use of and the advice given in this publication.

It is recommended that the users of this publication seek legal, accounting and other independent professional business advice before starting a business or acting upon any advice given. This book is not intended for use as a source of legal, business, accounting or financial advice, but is distribute for information purposes only.

15.

HOW TO TAKE OUT 17% OFF YOUR ADVERTISING COST

There is an easy way to save 17% on the advertisements you place in major newspapers and magazines. Mail order dealers, as well as many other businesses, have been using this secret for years. What you need to do is to set up your own IN-HOUSE ADVERTISING AGENCY. This is a lot easier than it sounds, it's perfectly legal, and you don't even need to know anything about advertising.

First, think up a name for your "advertising agency" that is totally different than your current business name. Don't connect the two. This is done to convince the publications you are advertising with that the "agency" is a legitimately different business.

Next, get letterhead stationery made up, with your advertising agency's name on the top. You will use this stationery for your "insertion orders." Insertion orders are simply the order blank that ad agencies use to tell the publications what ad is being placed, how many issues are being paid for, any preferred placement, etc.

If you look in any stationery or office supply store, you should be able to find a standard insertion form. Take note of what information is on the form, and make yours up to look similar.

Then, when you place an ad, send your camera-ready artwork along with the insertion order. Remember, your insertion order must say it's from your ad agency, not your other business. Send them in with your payment.

Wait, how do you save 17%? Well, it's standard practice for publications to allow a 15% discount to advertising agencies. This is the primary way ad agencies make money. The other 2%? Another standard practice is to discount 2% when payment is received with the insertion order. So, when you figure the cost of the ad, deduct 17% off, and send the remainder.

A bonus to this is that, after a few times of sending payment with your order, the publication will probably offer you payment terms. This can stretch from 30 to even 90 days. You won't get the 2% discount, but you'll still get the 15%, and you can hold on to your money longer.

