



Do you make these mistakes with your media kit?

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| <input type="checkbox"/> The items in your media kit are a mismatched, disorganized hodge-podge of papers. | | <i>A consistent look and feel among all elements of your media kit create strong brand awareness.</i> |
| <input type="checkbox"/> Rate cards are visually difficult to read and hard to understand. | | <i>Prospects respond better to pricing information that they can easily absorb at a glance.</i> |
| <input type="checkbox"/> Demographic information is outdated or incomplete. | | <i>Advertisers require accurate market data to make advertising decisions.</i> |
| <input type="checkbox"/> The kit lacks a detailed and descriptive profile of your readers. | | <i>Advertisers want to be reassured that your readers match up with their target customers.</i> |
| <input type="checkbox"/> Reader surveys are incomplete or nonexistent. | | <i>According to a recent industry study, publications that survey readers every two years are more profitable than those that don't.</i> |

Dear Publisher,

You've probably heard the old saying, "You only get one chance to make a good first impression."

Your media kit may well be the first impression an advertiser gets of your publication. If your media kit lacks visual harmony, is incomplete, or relies on outdated information, what does that suggest about your publication?

Outsourcing your media kit yields three big benefits.

First, you don't have to hire staff or increase your overhead. Second, you'll get a fresh and objective perspective. And most importantly, you tap into the expertise of a company with broad experience. At Lynn Riley Design, we have over 15 years of experience designing publications and media kits exclusively for associations. We know what elements are most effective in a media kit, and how to present them for maximum results.

To find out how you can make your media kit work for you, call us today at 410.725.1001.

BONUS CHECKLIST

Does your media kit include these items?

- advertiser testimonials
- sample issues
- frequency discounts or package deals
- cross promotion opportunities for other ad venues (such as buyers' guides, special interest publications, web ads, etc.)