

Media Kits and Ad Sales from an Agency Perspective

Media Kits Must Have...

... the following items contained on ONE sheet of paper:

- Rates (along with frequency discounts and Web-associated discounts as appropriate)
- Agency commissions and/or camera-ready discounts
- Deadlines
- Sizes (including trim, image and bleed with exact measurements)
- Digital and/or film specs
- Where and to whom to send digital and/or film ads
- Contact information (all relevant)
- Physical address
- Circulation

Elsewhere in your kit you need to have:

- Reader profile/demographics
- Editorial schedule
- A statement about **why** advertisers should choose your publication/which types of businesses your publication most appropriately serves
- A personalized letter to each person who will receive the kit
- Publication profile including departments, regular features, etc.
- A sample publication or two

Optional Media Kit Contents

- Circulation audit reports/postal statement
- Relevant horse industry statistics (a sales tool to target those outside our specific marketplace such as automobile manufacturers, etc.)
- Distribution description (a statement of how your publication is distributed and where—particularly important when you are both subscription and newsstand based)
- An attractive outer folder or binder—it might get thrown away eventually, but it does grab attention when it hits the buyers' desk
- All critical information about your Web advertising program if you have one.
- Reader survey results

Media Kits Should Avoid

- Hiding critical information within a glut of charts, graphs and statistics. Make sure the absolute need-to-know stuff is right up front.
- Providing out-of-date reader survey or circulation data

- Failing to offer up all critical information—this forces buyers to call you to find the missing bits they need and they will not appreciate it!
- Stuffing too many individual sheets, publications, brochures, etc. into a folder or kit. When it gets too tight it's hard to remove single items, difficult to find what you're looking for and offers the chance to lose items in the frantic search for others.

Tips for Ad Sales

1. Once you have established initial contact and provided a media kit, ***don't*** follow up with a simple "I was calling to see if you wanted to advertise in our October issue?" If that's all you give them, the good bet will be a quick "no".

Instead, get to know your clients and prospects and make follow-up calls meaningful to them. For example: "Hello Mr. Ford. I see that your company is now offering a blanket with an amazing new fabric. Our November edition features an article on technical fabrics and this might be a great time to advertise." Sure, your prospect might not take the bait, but at least they'll know you took the time to understand their needs and persistence in this manner has a much greater chance of success than a monthly "Do you want an ad" phone call. The more in-depth knowledge you have of your clients and prospects, the better.

2. Work *with* your editorial departments. Find out their plans as far in advance as possible and use that information to help your clients make appropriate buying decisions.

3. Put good prospects on your comp lists—don't make them ask you for this service. You *want* them to see your publication every time it comes out so that they can familiarize themselves with your content and begin to enjoy what you have to offer.

4. Complete a reader survey, but take some time to craft one that asks great questions whose answers will be of particular interest to your advertisers. Go beyond the simple demographics to capture interesting and persuasive facts and feature this information in your media kit and in personalized letters to prospects.

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 June, 2005