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How To Publish Your Own Money–Making Adsheets

By MalaMaal.com

How To Publish Your Own Money–Making Adsheets

Before printing your own adsheet, careful planning is necessary.

First, how many copies will be printed? Next, decide if your adsheet will be printed on white paper or colored stock. Colored papers may cost slightly more, but are more attractive and eye–appealing.

You must also decide if your adsheet will be printed on one or both sides of the paper. It is best to use both sides for greater profits.

After you have made these decisions, contact printers for prices.

You may wish to check with local as well as mail order printers. Mail order printer's prices are generally lower, but be sure to request samples of some of their previous jobs to determine the quality of their work. Also, make certain the paper they use is 20# bond or heavier.

After you have the above information, your next step is to decide on a name for your adsheet and design the masthead – or have it done by someone. You will need you know in advance the amount of space the masthead will occupy so that you can compute your ad rates accurately. Also, if you decide to show your ad rates within the masthead or nearby, remember that the space used for this purpose is "Nonsalable" and must be deducted from the space you will have available to your advertisers.

As a novice adsheet–publisher, it is wisest to keep your first publication as simple as possible. The best way to present your customer's ads is by running them in 3 neat columns down the vertical length of an 8 1/2" x 11" sheet. Allow each column to be 2–5/8" wide, with a ruled line separating each column, so that you can accommodate ads up to the standard 2 1/4 to 2 1/2–inch widths.

After you have price quotations from printers, you are ready to establish your advertising rate. Then 11" length of an 8 1/2' x 11" sheet will accommodate a total of 30 one–inch ads nicely. However, you

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must deduct the amount of space occupied by the masthead. We will assume that this space is 2" deep and the full width of the paper. Therefore, you now have a total of 24 column inches of space available for ads. (30" minus 6")

We will also assume you will have 1,000 copies printed– both sides– on a colored stock. The lowest price you have received is \$18 plus 10% additional for colored paper. This totals to \$19.80. Since you have a total of 24" of space to sell, your cost is about 83 cents per co;. inch. You should charge your advertisers \$1.25 to \$2.00 per inch, which will give you a gross total of anywhere from \$30 to \$48. Some of the profits must be used for "incidental" expenses such as advertising, postage, etc.

Next, you must get advertisers. You can do this in several ways: (1) Run ads in mail order publications saying you will print a 1" ad – 1,000 circulation for whatever you decide to charge, if the

advertiser will mail 25 to 50 copies, and (2) Write to prospective advertisers, whose ads you see in other mail order publications, telling of your new adsheet.

New adsheet publishers very seldom are able to sell all the available space for the first issue. To fill empty s[aces, simply run some of your own ads or run free ads for advertisers. Then send them a complimentary copy of your adsheet with their ad. Many may be impressed by the favor you have done for them and place paid ads in future issues.

The greatest quantity will be mailed by your advertisers. You can distribute your copies of the adsheet simply by stuffing one into all of your regular outgoing mail. This saves you on postage and envelopes. You may charge whatever you wish for your ad rates. But they must be competitive. And don't be too greedy! After all, remember, until you sell all the available ad space, you will have the entire reverse side of your adsheet for your own ads...and this space is FREE!

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How To Co-Publish For Profits

By MalaMaal.com

How To Co-Publish For Profits!

The Benefits of Co-Publishing

There are a number of publishers, printers, and mail order dealers who publish their own mailorder magazine. They make their profit by selling advertising space to others in addition to selling their own offers. They offer others (Co-Publishers) a sizable discount for ad space in return for mailing a small number of each issue.

Many mailorder dealers, for one reason or another, prefer to act as a co-publisher rather than sending out their own adsheet, circular or magazine. They do not have all the expense and hassle of laying out the copy, printing, etc., and a good co-publishing program gives them nearly the same exposure.

If you are tied in with top quality magazines or adsheets you can make a reasonable profit through co-publishing. You handle it as if it were your own publication, getting ads on your product or service at a good discount plus you get additional commissions for subscriptions and ads you obtain for the Prime Publisher. Quite often prime publishers will give a commission on their own products which are sold through your efforts with orders coming direct to you.

For best response you should mail to your own name list and to dealers, etc., in the mailorder business, who are not yet advertising in the publications you are offering.

Co-Publishing and the Inner Circle!

How does co-publishing relate to the inner circle of mailorder? You place your ad in a trade magazine or adsheet that is co-publishable by sending your ad and remittance to the co-publisher, who will forward the same, usually with 50% of your payment to the Prime Publisher. Your ad will appear in the next issue and the publisher will send you full details on becoming a co-publisher.

As a co-publisher, you generally get your future ads placed at one-half the published rate; 50%

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commission on ads you obtain; 50% on subscriptions received; 50% on products advertised in the publications that are to be ordered through you, the Co-Publisher, and from 20 to 100 or so publications, for your own mailings. You simply stamp your name and address as co-publisher, and mail out! If your ads don't pull, you may still come out ahead from orders that come to you as the co-publisher.

When you receive orders, retain 50% (or whatever amount is the agreed commission) and forward the balance with the order, to the Prime Publisher... He will take it from there... It's that simple. Nothing difficult, deep, dark or mysterious about Co-Publishing. The Prime Publisher's name and address does not usually appear on the publication. Orders are directed to you.

The number of orders you receive will depend on who you mail them to. If you mail to other Co-Publishers, orders obtained will usually be for small one-inch ads. They will reserve expenditures for large ads, until they become Co-Publishers of the publication themselves thus getting their

advertising at one-half rates!

If your mailings are directed to mailorder beginners, opportunity seekers, or direct to the consumer, orders you receive will probably be for books or products offered under "Order From Co-Publisher" ads. Your own ad, of course, gets full circulation based on the total published and distributed for that particular issue.

You must receive sufficient response to pay for your ads and for the expense of mailing out the publications, plus a reasonable profit.

There are many fine trade magazines and adsheets in the mailorder business that you may co-publish. As you progress and gain knowledge you will probably receive free copies of a number of the better ones to use for your business requirements.

These kind of publications are "In Print" quickly with no long waiting for your ad to appear. They reach an amazing number of small homeworkers and opportunity seekers. If your product or service appeals to these readers and the rates are right, you should get good response. The prime reasons for using these magazines and adsheets are:

1. You get the agreed discount on your advertising after the first time in exchange for mailing a few copies.
2. You earn a specified commission on all new co-publishers and advertisers you get for the publisher.
3. You will receive a discount on all future advertising as long as you continue to co-publish.
4. Of course, you should get some business from your own ads as well.

Include a copy of the magazine or adsheet in orders you fill and in your mails, or advertise that you

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send them free for payment of the postage cost. Using these methods, your postage cost to mail your copies is zero.

Another reason for co-publishing various magazines is that many of them do not require camera-ready copy. Some do an excellent job of typesetting and offer this service free. Items selling in these publications generally sell for \$15.00 or less.

How to Make Money Even When Your Ads Don't Pull!

This is a little more information on the "Riskless Ad Method" for the Co-publisher.

Step 1:

Advertise in mailorder magazines and adsheets that you offer Co-publishing. As mentioned earlier the price you have to pay for your ad is usually the full scheduled price for the first time, then 50% discount thereafter as long as you continue to Co-publish the magazine or mailorder adsheet.

Step 2:

You generally receive 50% commission on ads, subscriptions, etc., that are placed through you, so with the copies you receive and mail you can make money, as long as you stay with top quality publications carrying many articles of interest to mailorder dealers and money-seeking enthusiasts, and which offer good products or services at reasonable price.

Step 3

Distribute you magazine to people who are likely to place ads, etc. Check for firms who advertise in one co-publisher magazine and not in another. Send them a copy of the magazine they are not currently co-publishing or advertising. Since the publisher's name is not printed on the magazines, readers will have to order through you. When they order you make 50% and sometimes more. Go through all the literature and information you receive, from your various ads and contacts, with a fine tooth comb. You have paid for it all and somewhere within the pages of the publications you receive you will find the good programs to fit your individual business plans. YES! By Co-publishing you can make money from both your ads and from mailing copies.

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