



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 Demographic information is outdated or incomplete.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 If your media kit lacks visual harmony, is incomplete, or relies on outdated information, what does that suggest about your publication?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.)



Does your publication look as if it were designed before the turn of the century?

If you haven't redesigned your publication since the year 2000, there's something you should know. Research shows that associations that outsource the redesign of their publications at least once every five years are more profitable than those that don't.

According to recent market research, outsourcing the redesign of your publication is more profitable than handling it in-house. That's because professional design firms:

- Know what it takes to make a publication stand out from the competition
- Provide a fresh perspective and updated look that stimulates reader interest
- Know how to use design to keep readers engaged
- Are on top of the latest design trends and technology
- Understand how to cut costs without sacrificing quality

Choosing the right design firm can make a big difference in your return on investment.

You'll find big firms out there that specialize in working with associations – but the price tag is also big. If you want more reasonably priced services, you may have to settle for a firm that doesn't specialize in working with associations—unless you choose Lynn Riley Design.

Compare, and see why Lynn Riley Design is the best choice for your publication:

	<i>Big design firms</i>	<i>Small design firms</i>	<i>Lynn Riley Design</i>
Reasonable prices		✓	✓
Expertise in association publications	✓		✓ 15 years of experience designing publications exclusively for associations
Personal service		✓	✓
Professional resources	✓	maybe	✓ Tapped into an established network of professional resources
Complete publishing resource for associations	maybe		✓ Publications, media kits, web sites, brochures, logos, conference materials, books

To explore how your publication can be given a fresh, new look, call us today at 410.725.1001.