

HOW TO START YOUR OWN

MAGAZINE ADVERTISING CO-OP

>> Affordable Advertising through Cost-Sharing Co-op Programs

One of the most popular ways to make print advertising more affordable is to share the costs by setting up a cooperative advertising campaign—a “co-op”—where the full cost of an ad campaign is shared among several members of your team.

It's a simple process: you collect a fraction of the full cost from each participant and then use that money to place the ad in our publications—everyone who participates is making a small investment and then receiving a portion of the highly-qualified prospects.

Our sales reps will walk you through the straightforward process of setting up a co-op program, and they can even share resources with you to help you automate your lead delivery to your team members. We also offer complete co-op management services, which makes this process even easier—call us today to find out if you qualify!



CALL TODAY!
1.866.235.4770



Cutting Edge Media Publications

For qualified clients, CEM Publications offers these co-op management services:

ASSISTANCE IN PROMOTING YOUR CO-OP CAMPAIGN

Your Sales Rep will participate in your conference calls to help you promote this co-op to your team and answer any questions they may have.

FREE COPY & DESIGN

Our professional creative team will write and design your advertorial and ad (as the co-op leader, you will have final approval.)

PAYMENT PROCESSING

We will handle collecting and tracking payments from your team. For larger co-ops, we will set up an online ordering site specifically for your team.

LEAD ROTATION

We obtain a toll-free phone number and website URL for your ad and write & design a custom online lead capture page. Then our automated system sends out the leads from your advertising, on a rotating basis, to your co-op participants.

CUSTOMER SERVICE FOR YOU AND YOUR TEAM

We send each co-op participant instructions on how to access their leads as well as a free copy of the magazine(s) in which your ad is featured. We also offer training calls for co-op participants on expectations and how to work leads.

SEE REVERSE FOR MORE DETAILS



CUTTING EDGE MEDIA PUBLICATIONS OFFERS CO-OP MANAGEMENT SERVICES TO MAKE THE **PROCESS EVEN EASIER!**

When you qualify for our co-op management services, the process is even easier—and doesn't require a huge time commitment. As you'll see, we've outlined a few easy steps to get your advertising co-op up and running smoothly!

>> STEP #1 Talk to your leaders. Get a feel for how many leaders would like to be part of a print advertising co-op and about how much they're willing to spend. Explain to them that each co-op participant will receive a portion of all the leads that are generated with this advertising.

>> STEP #2 Determine how much you want to charge for each co-op share. Consider what your team will spend on marketing to determine the appropriate cost per share. We recommend nothing lower than \$250, so you have fewer co-op spots to fill.

>> STEP #3 Decide what kind of advertising your co-op can support. Compare the cost of various advertising options with the money your co-op members will supply and make your decision from there.

MATH TIP:

If you choose an ad package where the cost is \$7500, and if your cost per share is \$250, you need 30 people to fill your co-op. For a \$500 share, you need 15 participants.

>> STEP #4 Start collecting money. You can collect the money yourself or direct your co-op members to order through us.

REMINDER:

If you collect the money yourself, make sure to send us a list of all the co-op members with complete contact info, so we can send notifications and a copy of the magazine to them.

>> STEP #5 Make sure your co-op is filled by the due date supplied by CEM Publications. If your co-op isn't filled by that date, you (the co-op leader) can pay the remaining balance, or we can scale back your advertising to match whatever money you have collected.

>> STEP #6 Maintain a strong co-op. One of the best ways to keep your co-op full is to set expectations. Make sure your team understands exactly what this campaign is going to provide for them. Explain that they'll need to spend time returning calls to their leads, and that not every lead will be a perfect prospect.

INSIDER TIP:

Talk to your Sales Rep about the expectations you should be setting for your group. Our Sales Reps have worked with hundreds of co-ops, so they have a good idea of what leaders can do to keep co-ops running successfully.

Some leaders use emails, live training calls, and other support methods to keep their people engaged and involved with the co-op. You'll retain higher participation levels when your team has clear expectations and feels supported and encouraged.

**For more information
about Co-op Programs
or to find out if you
qualify for a Co-op
Program managed
by CEM Publications,**

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