

# Flyer Insert Program

## Advertising Rate Card

*Let the World Know About Your  
Lyme Disease Products or Services!*

### Open Letter to Advertisers:

A highly effective advertising vehicle, this program requires that you mail us a supply of 8.5" x 11" flyers, which we will insert into each of our outgoing orders. We average approximately 200-300 orders per month, so you will need to send approximately 1000 fliers every 3 months.

Why should you advertise your Lyme Disease product or service using the Flyer Insert Program? Here are some unique benefits:

- 1. Unlike magazines and periodicals, which generally have the same readership over and over with each issue, our customer base varies greatly and changes month-to-month. Our books get recommended to friends and family, and also by physicians to patients, so with each new customer order, your flyer will be seen by new people. Hence, instead of a stagnant, ongoing audience, you will constantly be reaching fresh viewers who are new to your product or service.**
- 2. Because we include a physical flyer for your company in each of our book orders, there is a tangible reminder of your product or service. Unlike pay-per-click advertising, such as what Google AdWords offers, we actually give your audience something to remember you by—a physical flyer. On the internet, people can easily click off your website. With a physical flyer, people are more likely to hold onto the piece until they need it. You should design your flyer as attractively as possible, to encourage viewers to hold onto it.**
- 3. Any other method of getting a physical flyer to an audience would require you to acquire a mailing list, package flyers, pay for postage, and deal with the post office or other mailing services. By piggy-backing onto our book orders, you are saving the cost and hassle of direct mail. By utilizing economies of scale, you can reach the maximum-sized audience with minimal cost and hassle-factor.**
- 4. When you advertise with our company, you are accessing your PRECISE target market—our entire focus centers on Lyme Disease, as you can see by viewing our website (<http://www.lymebookstore.com>).**

The cost of the Flyer Insert Program is \$100 / month, and there is no minimum contract. You can cancel at any time. To participate, you will need to design and print a batch of 8.5"x11" flyers and mail them to us. We generally require approximately 1000 flyers every 3 months, and we will notify you when we need additional supply. We accept Visa, MasterCard, check, money order, or PayPal. To arrange payment, please email us at [admin@lymebook.com](mailto:admin@lymebook.com) to let us know how you would like to pay. If you have any questions, feel free to get in touch with us.

Sincerely,

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