

GREAT OPPORTUNITY AVAILABLE....

ADVERTISE!

St. Louis is in need of sponsors for the bulletin.

ATTENTION!!!

★ **Business Owners** ★ **Professional People** ★ **Self Employed**



Why Advertise in a Church Bulletin?

- Advertising on the Weekly Parish Bulletin is one of the best returns for your advertising dollar.
- The advertising expense is tax deductible.
- It is localized advertising; it's in the area that you serve.
- Advertising helps promote your business throughout the community and with your fellow parishioners.
- The bulletin gives excellent exposure to the business person because it's reaching more clients.
- Parishioners feel secure dealing with bulletin sponsor.

THE PARISH AND THE BUSINESSES BOTH BENEFIT.

If you do not have a business, but personally know of someone who does, please help the Parish by referring that person or business, or you can occupy a space by becoming a donor.

Tim Bresnahan of **Diocesan Publications** will be contacting potential advertisers of local businesses as well as professional people in the area within the next few weeks.

Thank you for your interest and response.

Please call the Parish Office or fill out the following information and leave it at the Office.

CALL or FAX St. Louis, Alexandria, VA • 703-765-4421 or fax 703-765-1750

Name: _____

Phone: _____

Name of Business: _____

Type of Business: _____

Referred By: _____

What Happens When You don't Advertise.....

NOTHING.

WHY ADVERTISE?

A man wakes up in the morning after sleeping on an advertised bed, in advertised pajamas. He will bathe in an advertised tub, wash with advertised soap, shave with an advertised shaving cream, eat a breakfast of advertised juice, cereal and toast (toasted in an advertised toaster), put on advertised clothes, and glance at his advertised watch. He will ride to work in an advertised car, sit at an advertised desk and write with an advertised pen. Yet this man hesitates to advertise, saying that advertising doesn't pay. Finally, when his *unadvertised* business fails, he will advertise it for sale.

A Parish Bulletin is truly an important document. Not only does it provide information on the liturgical, educational and social life of the parish, but it also serves as a historical record of parish events. Therefore, a parish will strive to have as fine a bulletin as possible.

This is possible through the services provided by **Diocesan Publications** of New Cumberland, PA. The plan involves the cooperation of business people who, through the advertising of their services, relieve the parish of all financial obligations in the production of their bulletin.

IT PAYS TO ADVERTISE IN THE SUNDAY BULLETIN

SURVEY RESULTS PROVE THAT IT DOES

A recent survey conducted by the University of Missouri - St. Louis shows:

1. 97% of the families surveyed take at least one bulletin home each week.
2. 74% of all family members surveyed read every bulletin.
3. 62% of all families surveyed keep the bulletin all week in their home.
4. 70% of all family members surveyed consciously look at the ad page of the bulletin.
5. 74% of all family members surveyed regularly patronize the advertisers.
6. 41% of all families surveyed patronize a business specifically because it advertises on the bulletin.
7. 68% of the families surveyed are more inclined to patronize a firm that does advertise on the bulletin than a non-advertiser, all other things being equal.
8. 22% of the families surveyed go out to lunch, brunch, or dinner after church each week.

We are sure you agree that the above results are OUTSTANDING.

"IT DOES PAY TO ADVERTISE IN THE SUNDAY BULLETIN."