



Falcon Prince Publishing



City of Ramsey Administrator

City of Ramsey Council

Re: Interest in Advertising Sales and management for City of Ramsey Newsletter.

Dear City Administrator and City Council

It was brought to my attention by councilman McGlone that you may be looking to contract a service for generating advertising sales for the "City of Ramsey Resident". This is a letter to express my interest in providing that service.

Community newsletters unlike other print media have withstood the onslaught of immediate online information. I believe it is because they provide that physical and emotional connection to a resident's community that cannot be found in the instantaneous world of the internet.

What residents obtain from community newsletters is unique only to them as residents and fulfills their ongoing community informational needs. This dynamic provides a very describable and saleable consumer venue to offer to businesses for their marketing needs.

I have spoken to and met with the staff involved with your newsletter and feel it presents and excellent additional product line for my advertising sales business. I am quite confident that I will be able to generate revenue enough not only to support your paper but expect short term growth could even sustain a profit for the city. My motivation comes from a long background in print media sales so I am excited about being able to present this to businesses as an effective way to reach the citizen consumers in your city.

- Following is a brief view of my company and its qualifications

Falcon Prince Publishing

Established in 1996 under Falcon Prince Inc.

14 years in publishing the paper Tidbits® of the North Metro, subscribed to and licensed under Tidbits® Media Inc. Montgomery, Alabama.

Well recognized by many Anoka County and northern Twin City businesses for knowledgeable and dependable expertise in advertising sales, consulting, and design. Long standing member of the Anoka Area Chamber of Commerce, and Metro North Chamber of Commerce.

References: Peter Turuok-director Anoka Area Chamber "763-421-7130 // Lori Higgins
director Metro North Chamber 763-783-3553 / Rick, Pre- press Northstar Media AKA
Star Press, Cambridge Minnesota. 763 - 689-1182 / Tim Bingaman - Circulation
Verification Council 1-800-262-6392

- Existing systems for production, communications, client tracking, billing & follow-up.

Software

Adobe Indesign Suite
MS Office Suite, Publisher
Quickbooks Pro.

Online services subscribed to

Constant Contact
Ad builder
Issuu
Send Out Cards

Available Subcontracted Services used

Beyond Design
J Elwell Design
C Haubich Design
Print Central
Bromley Printing

- Initial methodology for generating ad sales through FP Publishing.

Review and contact current and past newsletter advertisers.

Determine business types for optimum target model in and out of city of Ramsey area
Utilize current and past customer data from Falcon Prince Publishing to match target
model.

Further research target model businesses through available search sources

Mass E mail to data base of new product offering.

Develop and link to newsletter information page in current web site www.realbits.com

- Overview of current design and goals.

Optimize ad to editorial ratio to reach net income goals.

Addition of more product line for consideration

Restaurant Page
Home Services Page
Spiritual Services Page
City of Ramsey web site links to participating advertiser websites
Business card page
Inserts.

Editorial additions for discussion

Added value by offering advertisers either business bio's Resident help editorial section. (Health Tips, Recipes, Home repair tips
Ramsey and Anoka County Historical Notes
Resident announcements (birth, wedding etc

- Schedule for starting and workup period.

Available for immediate start in preparation for the first 2011 issue deadline of Dec. 8th.

2 week workup period for developing promo material, contacting current and past advertisers and researching data sources for new.

2 weeks final sales

1 week final ad design and proof for deadline.

I hope this information about my services and qualifications meets your satisfaction and look forward to your affirmative reply.

Respectfully,
Dean Prince

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