



### **Mommy Bag Marketing, Inc. Insert Specifications**

- All inserts must be LESS than 6"x9" in size.
- Businesses or events must be run by Christians.
- All samples and products must contain legally sufficient marking, labeling and packaging along with the manufacturers contact info.
- Absolutely NO adult, questionable or passion-party type businesses are allowed in our Mommy Bags!
- Make sure you are giving the recipient a **REASON TO RESPOND!** If you just include your business card or basic flier, you will NOT get a very good response. If there is not an incentive of some sort: a discount, a freebie, a contest, a reason to get them to your website or send you an e-mail, etc....*Again--you will NOT have a very good response if you just send basic fliers or business cards. We urge you to offer an incentive if you want this to be worth your time and expense.*

### **Ideas for advertising inserts on a budget:**

- Print out your favorite recipe and add your business information.
- [www.vistaprint.com](http://www.vistaprint.com) offers tons of FREE fliers, business cards, promo materials, etc. in small quantities. You just have to pay for shipping. They also send coupon codes often to use with larger quantity printing.
- For SMALLER events: Purchase some colorful cardstock from WalMart (under \$4) and buy a large bag of mini-individually wrapped candy bars such as kit-kat (\$3-\$5). Type up little flier that has your business name, contact info and any specials going on. Tape the candy bar to your cardstock (make sure it is cardstock...not regular paper) and wa-lah! You have a great, inexpensive promo item! You could also shop at the dollar store. You can get packages of pens/pencils for \$1. Tie a ribbon around them, and punch a hole in some card stock w/ your information. You could do the same with lollipops
- If you have a tight budget and you are printing your own inserts at home, It is much more effective and cheaper to purchase colorful bright cardstock and print in black ink than to purchase white paper and print in color!