

## suggested donation chart

### please use these ads and support this urgent outreach

**It is urgent that we expose America's crisis of coerced, unwanted abortions and post-abortion trauma.**

This is why we feel compelled to offer these materials free of charge to those who share our concerns. However, we do need and are deeply grateful to those who can offer donations to defray our significant expenses -- including development, production, administration, and management of this campaign, plus incorporating new research as it becomes available.

If your organization does have the budget to run a paid advertisement, please consider the minimum suggested donation chart below.

**Use this chart as a general-reference guide only. Suggested donations are 7 percent of the cost of the ads.**

For major media placements costing more than \$5,000, a 7% commission is required.

Ads	Value	Suggested Donation*
		*plus 7% of the cost of media, for ad placements over \$5,000
<b>8.5x11-in. b&amp;w or spot color print ad</b>		
* one ad	<b>\$1,500 - \$2,500 value</b>	\$105 - \$175
* set of 5 color ads	<b>\$7,500 - \$37,500 value</b>	\$525 - \$2,625
<b>One 8.5x11-in. full-color print ad</b>		
* one ad	<b>\$2,000 - \$3,000 value</b>	\$140 - \$210
* set of 5 color ads	<b>\$10,000 - \$15,000 value</b>	\$700- \$1050

**unwanted**  
their choice, not hers

**unsafe**  
undisclosed risks

**unfair**  
counterfeit choices

**healing**  
home

[Index of Available Materials](#)  
[Suggested Donation Chart](#)  
[Co-op Ad Terms](#)

[Low-Cost/No-Cost Uses](#)

[Which Media?](#)  
[Tips on Selecting and Using](#)  
[Print, Radio, TV or Billboards](#)

<b>Small-space ads</b> – b&w or spot-color – adjust size for print or small on-line banner ads		
* approx. 1 col x 1 inch	<b>\$ 200 - \$500</b>	\$14 - \$35
* approx. 1 col. x 2 inch b&w	<b>\$ 250 - \$550</b>	\$18 - \$39
* 2 in. x 3.5 in. b&w or spot-color	<b>\$ 300 - \$575</b>	\$21 - \$40
<b>Posters</b> – 11x17-in., full-color		
* one color poster	<b>\$2,700 - \$3,500</b>	\$189 - \$245
<b>2 :30 TV spots</b>		
* “Brian and Lisa” – (coercion and post-abortion grief)	<b>\$3,000-\$9,000</b>	\$210 - \$630
* “Coerced Abortion”	<b>\$3,000-\$9,000</b>	\$210 - \$630
<b>4 :60 radio spots</b>		
* “Shontrese,” (coercion)	<b>\$1,000-\$1,500</b>	\$70 - \$105
* “Stuffed Rabbit,” (suicide)	<b>\$1,000-\$1,500</b>	\$70 - \$105
* “Shotgun abortions,” (forced abortion in America)	<b>\$1,000-\$1,500</b>	\$70 - \$105
* “Workplace Coercion”	<b>\$1,000-\$1,500</b>	\$70 - \$105

### Free Booklets and More

(For those who can, a \$5-\$10 donation per download, or a small upfront donation would help defray our investment in these materials.) To make a donation, click [here](#).

- **Research Booklet**  
Summarizes recent Elliot Institute studies and others documenting abortion's negative impact.
- **Forced Abortion in America Special Report**  
22-page booklet with key facts and 137 news-summary examples of pregnancy- and abortion-related violence
- **Hard Cases: New Facts/New Answers Booklet**  
4-page booklet with seldom-reported new angle
- **"Teens and Abortion"** – one-page, front-and-back Fact Sheet
- **Key Facts about Abortion's Impact** – one-page, front-and-back summary of abortion-related coercion, abuse and aftereffects
- **Portraits of Coercion**

- **Counseling Resources** – a list of contacts for pregnancy or post-abortion help
- **Sample [Letters to the Editor](#)**
- **12 Ways to Help** – distribute to Christian and conservative groups
- **T-Shirts, Bumper Stickers, Etc.** – click here for merchandise available and/or coming soon
- **[Other Resources](#)**

**Abortion is the unchoice.™**  
Unwanted. Unsafe. Unfair.

[help for you](#) | [how you can help](#) | [news](#) | [ad campaign](#) | [published research](#) | [books & resources](#) | [links](#)

for post-abortion counseling referrals, call 1-877-HOPE-4-ME or [click here](#)  
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