Hope and Healing

Page 1 of 3

suggested donation chart please use these ads and support this urgent outreach

unwanted their choice, not hers

unsafe undisclosed risks

unfair counterfeit choices

healing home

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.

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

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

Hope and Healing
Page 2 of 3

Small-space ads – b&w or spot-color – adjust size for print or small on-line banner		
ads		
* approx. 1 col x 1 inch	\$ 200 - \$500	\$14 - \$35
* approx. 1 col. x 2 inch b&w	\$ 250 - \$550	\$18 - \$39
* 2 in. x 3.5 in. b&w or spot- color	\$ 300 - \$575	\$21 - \$40
- 14 47 · 6 ll · 1		
Posters – 11x17-in., full-color		2122 221
* one color poster	\$2,700 - \$3,500	\$189 - \$245
2 :30 TV spots		
* "Brian and Lisa" – (coercion and post-abortion grief)	\$3,000-\$9,000	\$210 - \$630
* "Coerced Abortion"	\$3,000-\$9,000	\$210 - \$630
4 :60 radio spots		
* "Shontrese," (coercion)	\$1,000-\$1,500	\$70 - \$105
* "Stuffed Rabbit," (suicide)	\$1,000-\$1,500	\$70 - \$105
* "Shotgun	\$1,000-\$1,500	\$70 - \$105
abortions," (forced abortion in	Ψ 1,000-Ψ 1,000	
America)		
* "Workplace Coercion"	\$1,000-\$1,500	\$70 - \$105

Free Booklets and More

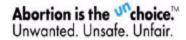
(For those who can, a \$5-\$10 donation per download, or a small upfront donation would help defray our investment in these materials.) To make a donation, click <u>here</u>.

- 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 elated 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

Hope and Healing

Page 3 of 3

- Counseling Resources a list of contacts for pregnancy or post-abortion help
- Sample <u>Letters to the Editor</u>
- 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



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 <u>click here</u> copyright 2005 Elliot Institute. All rights reserved.