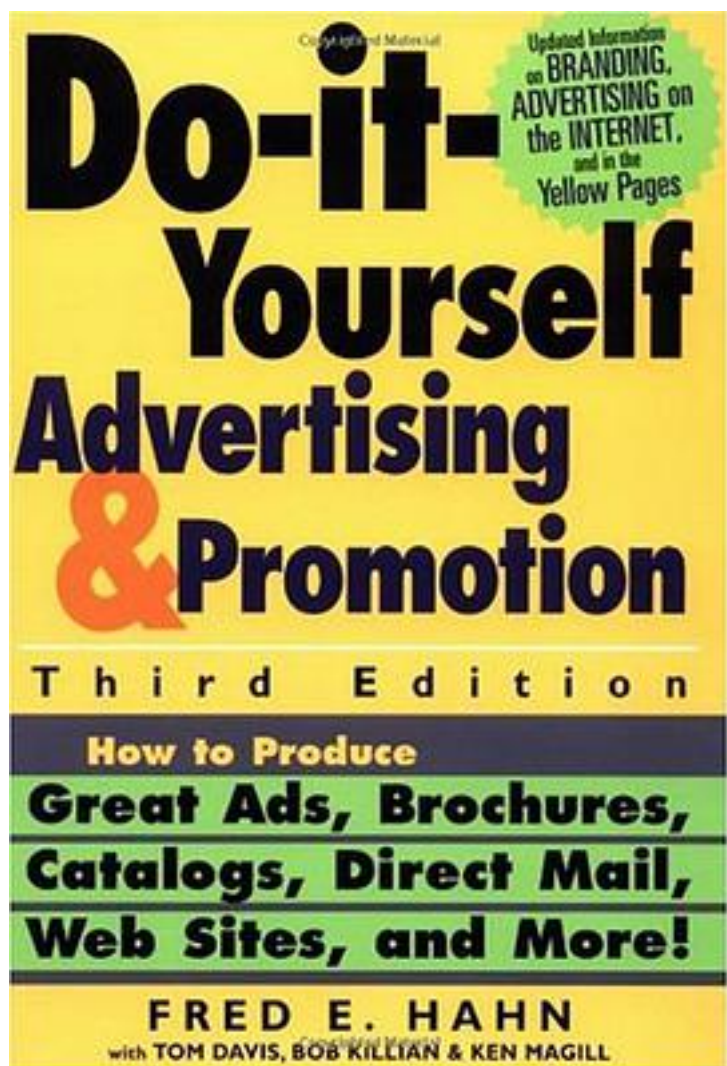


# Do It Yourself Advertising and Promotion



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Praise for the Second Edition "Mr. Hahn's background in an industry where the creative stretching of promotional budgets is a daily necessity serves well the reader of this book. His advice is both practical and imaginative, and delivered with wit as well as wisdom." -Andrew McNally III, Chairman of the Board, Rand McNally Create Madison Avenue advertising on a Main Street budget with Do-it-Yourself Advertising and Promotion Now the most complete guide to do-it-yourself advertising includes totally new sections on branding, the Internet, and Yellow Pages advertising. This updated edition of Do-It-Yourself Advertising and Promotion offers the latest information on launching your own homegrown, successful advertising campaigns and new desktop publishing techniques. As an entrepreneur or small business owner, you'll find tried-and-true, low-budget promotional tactics. With every chapter updated and expanded, this new third edition is better-and more comprehensive-than ever. Author Fred E. Hahn and expert contributors show you how to create successful high-impact advertising on a limited budget using practical, time-tested techniques. This friendly and accessible guide explains each method step by step-with concrete advice on planning, scheduling, budgeting, creative issues, and production procedures to help you develop effective: Newspaper and magazine ads \* Flyers, brochures, and invitations \* Direct mail campaigns \* Catalogs \* Web sites \* E-mail and Internet advertising \* Teleservicing \* Audiovisual materials \* Publicity tools and techniques \* And more

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