**<Company>**

**<Address 1>**

**<City>**

**<State> <Postal Code>**

**Ph: <Work Phone>**

**Attention: (name of advertising director),**

 **Hi NAME,**

**Over recent years, our company has considered advertising in your newspaper.**

**And after analysing your rate against other newspapers that we currently advertise in,**

**we have decided against advertising in your newspaper. We made this decision**

**because the advertisement has only been successful in publications where stand-by**

**advertising rates were available.**

**The purpose of this letter is to help you utilise unused ‘stand-by’ space so that**

**we both win…**

**You win because you may find that someone cancels at the last minute or production**

**difficulties arise and, rather than inserting an article to fill the gap, you can earn**

**additional revenue on space that you would otherwise not earn a cent from.**

**And we win because through the lower priced advertising we can advertise with your**

**publication.**

**I have enclosed a cheque based on your normal rate, discounted by 50% *(normal for***

***stand-by advertising).***

**Please hold onto the ad and cheque that I have enclosed with this letter, and if you**

**have any unsold space in any of your next three issues, simply run the ad, cash the**

**cheque and send us a receipt. If you are not interested in being involved at the**

**present time, simply return the uncashed cheque in the pre-paid envelope.**

**Warmly,**

**Scott Bywater**

**Copywriting That Sells**

**P.S. Please feel free to get in touch with me on NUMBER if you have any**

**questions. You can put the ad anywhere in your paper where space is available.**