

# ***How to Place A Signs Newsbox***

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1. Pray for God's help and guidance in finding a location for your **Signs Newsbox**
2. Make a list of potential locations. The basic rule of thumb is to focus on **high-traffic areas**.
  - ♦ Bus stops
  - ♦ Post Offices
  - ♦ Grocery Stores
  - ♦ Hospitals
  - ♦ Health Care Centers
  - ♦ Street Corners
  - ♦ Restaurants
  - ♦ Subways
  - ♦ Airports
  - ♦ College Campuses
  - ♦ Car Washes
  - ♦ Gas Stations
3. Gather materials for your presentation.
  - a. It helps if you **take the actual Signs Newsbox with you**. They are attractive and help managers decide to accept them.
  - b. Take **two or three of the most recent Signs** with you.
4. You must **get permission** to place a Signs New Box from the person responsible for the property. In stores this is usually the **manager**. In hospitals it would be the **administrator**.
5. Go to merchants you know. If they trust **you** they are more likely to trust a **Signs Newsbox**. If you don't know them be friendly and personable. Know your facts and put your appeal in **your own words**.
6. Introduce yourself as a member of the community. "I've lived here for .....years."
7. Tell the manager you would like to see that people in (name your town) receive information that will improve their lives.
8. As you speak with the manager be sure to emphasize the **community service** that Signs will provide. This will make your appeal stronger.
9. Explain Signs magazine by including some or all of the following facts.
  - a. Articles from Signs have been reprinted in the Reader's Digest 14 times.
  - b. It has won the **General Excellence Award** five times from the Associated Church Press.
  - a. **Signs** is a **magazine** for everyone
  - b. Pastors and Christians of various denominations subscribe
  - c. Assure the manager that you will **clean and care for the Signs Newsbox**
10. Finally, just say that, "I think a Signs Box is a great way to serve the people in our city and I'd like your help in getting this free magazine into their hands."
11. If you are talking to a grocery store manager and he or she has some doubts, tell them what other store managers say: "**I will let my customers decide. You can put it here and we will see what they say.**"

"In the past, a large work has been accomplished in the distribution of the printed page. **This is a line of service in which every church member can have some part.**"

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