**[Sample: Savvy Rest DEALER Barter-for-Advertising proposal letter]**

[Date]

[Editor/Publisher/Broadcast Executive]

[Business mailing address]

Dear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_:

I’d like to invite you to consider an advertising barter. If you’d like to sleep on a customizable, exquisitely comfortable, natural mattress that will NOT expose you to off-gassing chemicals or pesticide residues--we’d like to provide you one! We will trade you **a customized Savvy Rest organic mattress** for the equivalent value in advertising.

We’d agree to swap the retail value of your Savvy Rest order for the equivalent in your regular ad rates -- for however many ads add up to your order. (Totals can be rounded up or down by $\_\_ -- we don’t worry who that favors.) The Savvy Rest company has done this with several publishers and broadcasters, and those happy sleepers are glad they did!

Many of your **[readers/listeners/viewers]** and our customers have in common a strong interest in natural, nontoxic materials for the home. The Savvy Rest brand is trusted and growing; the company has ranked in the *Inc. “500/5000”* list of America’s fastest-growing companies since 2010. Savvy Rest has been rated “Greenest” by The Green Guide, and its products are certified by Oeko-Tex™, GOTS, and Green America. Their natural Dunlop latex has been certified organic to USDA standards and fair-trade audited; and their natural Talalay, also Oeko-Tex certified and from a Cradle-to-Cradle supplier, is the purest available worldwide.

When people invest the effort to “go green” they often overlook the mattress they sleep on. But conventional mattresses can be among the most significant household sources of exposure to indoor pollution. Though they’re in long-term close contact with mattress materials, most people simply don’t think about them. Once consumers learn how most mattresses are manufactured, however--with dangerous flame retardants, pesticides and other risky chemicals--the Savvy Rest mattress nearly sells itself.

I have enclosed a brochure, small samples of the Savvy Rest Dunlop (Medium) and Talalay (Soft) natural latex and the organic casing material. You’ll find comprehensive detail at **savvyrest.com**.

If you’d like to barter, please let me know at **[email]**. We’d love to invite you to our store and help you select layers that will be right for you (and your partner--it’s customizable on each side).

Thank you for considering our barter suggestion!

Best wishes,