

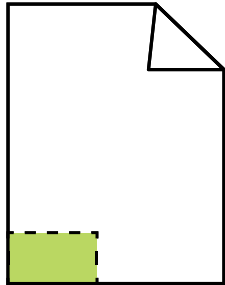
Selling Ads

Consider adding Advertising Pages to your yearbook to further help cover the costs. There are two different ad types for you to consider:

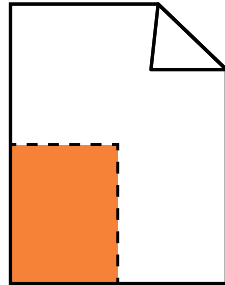
PARENT ADS

These are the easiest type of ads to sell since they are being sold to parents, teachers and loved ones of the students. It's a fun way for them to leave a message of encouragement and congratulations for achievements to be looked back on for years to come.

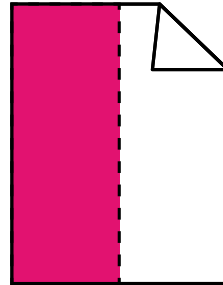
There are several ways to structure these ads to fit into your yearbook design. Consider offering tier pricing for each size option and be sure to clearly communicate the pricing when selling these ads.



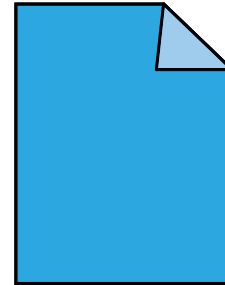
Business Card



Quarter Page



Half Page



Full Page

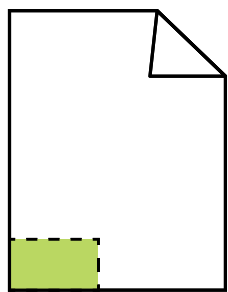
TIPS:

- Offer discounted ad prices if purchased early.
- Reach out to graduating class members and parents individually.
- Offer ad samples as a starting point for parents.
- Set a character limit so you know exactly how many ads you can fit on a page or to ensure that the text fits within the ad space.
- If offering picture ads, make sure to give specs on picture size and submission deadlines.

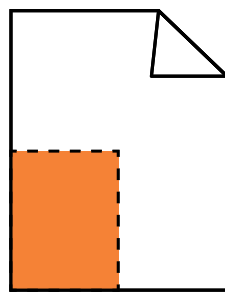
BUSINESS ADS

Give businesses in the area an opportunity to reach local students and parents with a message, while supporting your yearbook program and school. It's a win-win for both your school and the business.

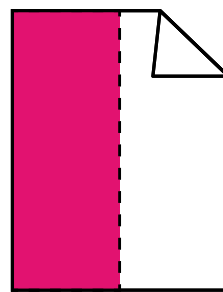
Like Parent Ads, these can be offered with the same ad size options: Business Card, Quarter Page, Half Page and Full Page. Again, be clear on the pricing structure for each ad size before approaching your local businesses.



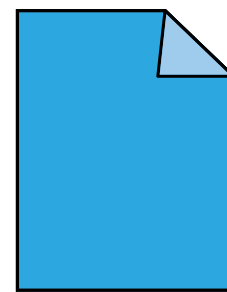
Business Card



Quarter Page



Half Page



Full Page

TIPS:

- Prepare your sales team with scripts for approaching local businesses.
- Send along paperwork showing the ad options.
- Make personal visits to the places of business versus sending an email or making a phone call. Your sales team will see the difference!
- Use this as an opportunity to teach your students about sales by setting a goal for them to reach.

« Yearbook

BUSINESS ADS »»»

1/2 PAGE AD

Horizontal

or

Vertical

5" x 7"

1/4 PAGE AD

3.75" x 2.5"

Ad Space

BUSINESS CARD

Ad Space

AD ORDER FORM

STEP ONE: SELECT YOUR AD SIZE

- Business Card Size Ad _____
- 1/4 Page Ad _____
- 1/2 page Ad _____
- Full Page Ad (8.5" x 11") _____

Total:

STEP TWO: AD DESIGN

If you would like

to design your ad, email digital logo or images to

Or email your completed ad design to
the email address above by

STEP THREE: CONTACT INFORMATION

Business Name:

Contact Person

Phone Number

Email:

STEP FOUR: PAYMENT INFORMATION

- Paid Check # _____
- Paid Cash
- Invoice Business

We Thank You **FOR YOUR SUPPORT!**