

FREE YEARBOOK

ADVERTISEMENT SALES PLAN

To help with the finances of 2010 Union High School Yearbook we will be selling and publishing ads in the book. We are looking for those of you who are good at sales and for those of you who would like to earn your 2010 Yearbook **FREE OF CHARGE!**

Sell 2 **pages** of ads and
THE YEARBOOK IS

FREE

We will supply all the materials you will need for selling as well as instructions and suggestions for successful selling. It will be your job to approach local businesses, organizations or individuals that might be good prospects for a sale. We will help you in your sales approach, and then help you with the follow-up on the sale. In order to qualify for the **Free Yearbook**, you must follow the sale to it's completion, and make sure that the payment is collected.

WE WANT ALL SALES TO BE COMPLETED BEFORE September 30, 2009. ALL YEARBOOK STAFF MEMBERS ARE EXPECTED TO SELL AT LEAST 2 ADS (OF ANY SIZE). THESE CAN BE USED TOWARD YOUR FREE YEARBOOK. IF YOU HAVE ANY QUESTIONS SEE ME IN MY ROOM OR E-MAIL ME AT dhjones@optonline.net.

RULES

1. To receive credit the student must complete all of the following:

- a) make the sales call
- b) follow-up if the sale is not made on the first call
- c) fill out the sales contract and get it signed by customer
- d) collect payment for ad and turn it in to Mr. Jones

2. Each student must sell the equivalent of two full pages of advertisements at the rates listed below to qualify for their **FREE 2010 YEARBOOK**. Students may work in teams of two, together selling the equivalent of four (4) pages for them each to qualify for the Free Yearbooks. This applies only to ads purchased by businesses, not student pages.

3. In addition to attempting to earn a **FREE 2010 YEARBOOK**, all students who sell any TWO ads (any size) will automatically become a member of the Yearbook staff, earning full extra-curricular credit.

4. No credit for **FREE YEARBOOK** will be given if ads sold are not equivalent to two full pages.

AD RATES FOR 2010 UNION HIGH SCHOOL YEARBOOK

FULL PAGE AD- \$150	QUARTER PAGE AD- \$45
HALF PAGE AD- \$85	EIGHTH PAGE AD- \$35

IF SUPPLIED BY ADVERTISER, ADS CAN INCLUDE COLOR PHOTOGRAPHS, LOGOS, OR OTHER ARTWORK

Selling any two ads for the 2010 Yearbook automatically qualifies you as a member of the Yearbook Staff, earning you full credit for extra credit participation whether or not you achieve the Free Yearbook goal.

2010 Union High School Yearbook Reminders for Sales Presentation

- 1) Make appointments before visiting the sales prospect. Many business people are busy and may not appreciate you 'dropping in' without notice. You can make these arrangements on the phone in room D232.
- 2) When making sales calls dress neatly. Faded jeans, T-shirts, faddish clothes, or anything of questionable taste must be avoided.
- 3) Have all your sales tools ready and BE ON TIME!
- 4) Discuss our plans for the book and why we are selling ads. Listen to the prospect and answer any questions that he may have. Listen for objectives that they may have.
- 5) If the sale is made fill out two copies of the contract and have the owner sign both contracts. (You can make as many copies of these contracts as needed, and there is a downloadable version on the UHS web site).

Let your prospects know that the Union High Yearbook is printed in FULL COLOR! All ads will be created in full color and can include color photographs!

USE THE FOLLOWING INFORMATION WHEN TALKING TO YOUR SALES PROSPECT. BE FAMILIAR WITH THE INFORMATION SO THAT YOU CAN EASILY FIT IT INTO YOUR DISCUSSIONS WITH THE CLIENT

Fact /

Benefit /

Evidence Chains

1. Yearbooks are long lasting

Ads will not be quickly discarded

Newspapers and magazines are thrown away; hard back books are kept

2. Students will read the Yearbook many times this year and for years to come.

Ads will provide continual exposure to potential customers.

Many of the school's former students and their families continue to trade with this advertiser

3. Students are potential customers.

Students buy a particular product and this ad will encourage them to shop with this advertiser

If you have them, cite statistics of the buying habits of teens as they relate to what your client sells.

4. The business is located close to the school

Ads will encourage students to patronize the business because of its proximity

Convince the advertiser how increasing the number of students patronizing his/her store will increase their business.

5. The business is located at some distance from the school

Ads will encourage students to patronize the business as a superior alternative to the closer stores.

Show how the business's product will encourage the students, parents, etc. to take the trip to the store or business .

5. The business is new in the area.

Ad will let students, teachers, and parents in the area know about the business.

Cite satisfied customers who have repeatedly advertised in the book.

Let the customer know that our yearbook is not subsidized. The Yearbook Staff must raise all of the money necessary to print the book, and that we appreciate their support!!

Bring ads to me as you sell them. I will make a list of the stores that have purchased an ad. I will then periodically keep an updated list in my room so that you don't keep going back to stores that already bought an ad. **ALL ADS ARE DUE NO LATER THAN SEPTEMBER 30, 2009.**