

Charger Band & Color Guard Yearbook Ads – Sales Instructions

Visit businesses, family, or friends. Convince them to support the WC Charger Band (and you) by purchasing a business or spirit ad in the band/color guard yearbook. We normally sell over 200 copies, which means that over 200 people will likely see the ad.

Yearbook ad sales are VERY profitable and add up quickly -- 90% of the ad cost will go directly into your student point account! For example, 1 full-page ad sells for \$125 - that same full-page ad earns \$112.50 for the student! Start selling immediately, as some businesses have to obtain permission from corporate offices before they can buy advertisements – this can take weeks.

When you “make a sale”:

- Ask for “camera-ready” ad copy. This means the ad needs to be the exact size (see template) AND ready to print. We DO NOT typeset, touch-up, or re-size ads. We print in black & white, so if the ad is in color, make sure it is good quality so that it reproduces well.
- PDF ads can be emailed to wbdalton@satx.rr.com
- Payment by check only, payable to Churchill Band Parents Assoc. (or, CBPA). Please indicate “yearbook ad” w/ student’s name on “memo” line. NO CASH.
- Leave the business a receipt (this is for their records) and a red display card (ask the business to display the red card to show that they support the WC Band—fellow students should not attempt a sale at a business that displays this red card)
- Enter all ad sales on “Record of Sales” form (inside packet)

If you don’t “make the sale”:

Leave an “Ad Sales Information” sheet (inside packet) with your name and number. This contains all pertinent information that a company would need when considering an ad purchase. Follow up later.

Ad sizes available: 1/8 pg (business card), ¼ pg, ½ pg, full page (priced from \$25 to \$125)

“Special” full page ads:

1. white “prominent” or red “divider” pages (approx. 5 white, 5 red, \$150 each) – the red pages “divide” the yearbook into sections (roster, history, officers, etc), the white pages are the pages immediately before or after the red dividers, they are “prominent” because they are placed *next to* the red cardstock divider). please call Wesley at 389-0998 to “reserve” one of these as soon as you sell it.
2. inside/outside cover ads (3 total) – these ad spaces are awarded via a lottery system. If you want the “right” to sell one of these ads, call Wesley at 389-0998. The drawing will be held on November 1st. First name drawn will have first choice of inside/outside covers. Second student chooses either of the remaining 2 ad spaces and third student gets the last ad space. Students then have 1 week to turn in ad copy and checks. Any remaining names are drawn and placed on a waiting list. If any of the original 3 students fail to sell their cover ad, then the first student on the waiting list will have 1 week to make the sale.

Yearbook Ad Sales Fundraiser Deadline is October 31st. Place completed packet (Record of Sales form, ads, checks) in black plastic bin labeled “Yearbook Ad Sales” (in band hall, next to the “Band Parents Box”). This “yearbook bin” is the collection point for all ad sale packets. It is checked regularly.

Questions? Call Wesley & Lesha Dalton at 389-0998 / wbdalton@satx.rr.com

Or

Nina Osuna at 495-6888 / 862-6830 / nina.osuna@sbcglobal.net

Winston Churchill High School
 Band Parents Association
 2011-2012 Charger Band & Color Guard Yearbook
 AD SALES INFORMATION

Show your support for the Churchill Charger Band and Color Guard in the 2011-2012 Yearbook! Band and Color Guard includes about 250 students. Let their families support your business while you support their hard work.

Ads for the Churchill Charger Band & Color Guard Yearbook is sold by students to businesses and family and friends and enables students to earn money for their own band expenses while also building positive community relationships.

The spiral-bound yearbook is about 250 pages and goes to the families of approximately 250 members of the band and color guard. It includes a band and color guard student roster, photographs from throughout the year, a band history, important dates, student data, advertisements and miscellaneous fun pages.

Extra copies may not be sold to advertisers or others outside the band in order to protect the privacy of our families.

For each ad sold by a student, 90% of the total will be credited to that student's individual band expenses account. The remaining 10% goes toward the printing costs. (for example, a student who sells 1 full page advertisement at \$125 earns \$112.50 for his own band account).

THIS IS THE FIRST AND BIGGEST INDIVIDUAL FUND-RAISER OF THE YEAR. The yearbook will be distributed to students in the spring.

Ad sizes:

1/8 page:	3 1/2" x 2 1/2"	\$ 25
1/4 page:	3 1/2" x 5"	\$ 50
1/2 page:	7 1/4" x 5"	\$ 75
Full page:	7 1/4" x 10"	\$125

Special Full Page ads:	White Prominent or Red Divider page:	\$ 150
	*Inside Cover page (2):	\$ 200
	*Outside Back Cover page (1):	\$ 250

**Only 3 cover ads (inside front, inside back, outside back) available. Placement to be determined by a drawing. See student for details.*

Preferred payment: Check made out to Churchill Band Parents Association
 with "Yearbook Ad" & student name written on Memo line

AD SALES DEADLINE: MONDAY, OCTOBER 31

5 1/2"

1/4 page: \$50

1/8 page or
business card size: \$25

2 1/2"

3 1/2"

3 1/2"

7 1/4"

1/2 page: \$75

Full page: \$125

5 1/2"

Special Full page ads -

White Prominent or Red Divider page: \$150 each

Inside Cover page (2): \$200 each

Back Cover page (1): \$250 each

5"

7 1/4"

