Selling Yearbook Ads

The Five W’s to Advertising:
✓ Who do you Sell to?
✓ What do you Sell?
✓ When do you Sell?
✓ How do you Sell an Ad?
✓ Why do you Sell Ads?

Who do you Sell to?
1. Past Advertisers
   • Check previous years’ books (not just last year’s) to see who has purchased ads in the past. If they are willing to purchase another ad, try to talk them up one size.
   • If you are contacting advertisers during the summer, keep in communication with your editors regarding who you’ve solicited and their responses. When you secure an ad sale, definitely be sure to let your editor know so they can keep track of who has talked with which business.

2. People you know
   • Do you have friends, family, friends of friends, family friends, etc. who own businesses in the area? Remember it is okay to branch out, even if you are going as far north as Seattle or as far south as Chehalis. It’s all fair game!

3. People who sell to your school
   • Photographers who do senior portraits for our seniors are always a good stop.
   • Are you involved in other school activities who work with vendors? Ask those vendors if they’d like to place an ad!

4. Churches, Reality Offices, Doctor/Dentist Offices, etc.
   • We wouldn’t think of it, necessarily, but local churches might be interested in advertising for new membership.
   • Reality, Doctor, Dentist, and other offices with waiting rooms are a great 2-shot deal: Sell them Ad space AND a yearbook!! In fact, if they purchase an ad, offer to knock $5 off the cost of the yearbook!

5. Places that sell to young adults
   • Are there local businesses who sell items targeted at young people? Think game stores, the skating rink, fun parks, paint ball courses, etc.

6. What types of places have we not covered?

What do you Sell?

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size/Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Ad</td>
<td>11” x 8.5” vertical</td>
<td>$250</td>
</tr>
<tr>
<td>½ Page Ad</td>
<td>5.5” x 8.5” horizontal</td>
<td>$130</td>
</tr>
<tr>
<td>¼ Page Ad</td>
<td>5.5” x 4.25” vertical</td>
<td>$75</td>
</tr>
<tr>
<td>Business Card Ad</td>
<td>2.5” x 3.5” horizontal</td>
<td>$50</td>
</tr>
</tbody>
</table>
**When do you Sell?**

- This summer!! Because it’s part of your grade and because you will have more time than during the school year.
- Best time of year to sell ads = May 1st to October 31st
- Worst time to sell ads = After October 31st
- Best time of day: Avoid busy times; if they look busy, GO BACK LATER.
- It’s best to not make an appointment or call ahead. Stop by first, then follow up with phone calls or stop back in after a few days. Do not let more than a week pass before checking on a potential advertiser!!

**How do you Sell an Ad?**

1. **Team up!** Go ad hunting with another staff member. Yes, you both have to meet your quotas, but working with someone else will help motivate you and make you feel more at ease approaching strangers.
2. **Dress Right.** Business Casual is always best. Too casual and overdressing are usually turn-offs, so no jeans and no suits/ties/fancy dresses.
3. **Ask for the Manager or Supervisor.**
4. **Introduce yourself,** shake hands and ask for 4 minutes of their time.
   - If possible, sit down with the potential advertiser so neither of you feel rushed.
5. **Show what you are selling,** show potential layout of ad. You should have a prior yearbook with you to use as your example.
6. Present the various ways an advertiser is recognized, i.e. the difference between full, half, quarter, business card, and single line sponsorship ads.
7. If they are interested, ask if they prefer a full or half page (start big).
8. Go over the Business Ad Flier with them, including prices and dimensions.
9. **Tips while you are presenting options:**
   - Be brief and sweet. Don’t mumble, but also avoid being too aggressive.
   - Avoid asking “yes” or “no” questions.
   - Remember to AIM HIGH: “Would you prefer a full or half page?”
   - If they won’t buy, be sure to get a reason why and note that at the bottom of the backside of the info flier after they sign it.
   - Very Important: Get a NAME. Make sure you have the Supervisor’s/Manager’s name, who you talked to, for future reference.

**Why do you Sell Ads?**

- To pay for extra things in the yearbook, such as color pages, foil on the cover, etc.
- To pay for new staff cameras and equipment.
- To pay for new technology, such as computers, scanners, printers, etc.