**Cedar Grove-Belgium Yearbook Ads** Student Name:

**2010-2011**

**Company Information**

Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Contact Person: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Address: Mailing Address:

Last Year This Year

Sponsor ad= $30 Sponsor = $30

Silver= $55 Silver= $55

Gold= $80 Gold= $80

Platinum= $105 Platinum= $105

½ page= $190 ½ Page= $190

Full page= $350 Full Page= $350

Before the Sale:

* Fill out contact information as much as you can.
* Write down what you want to say/questions you want to ask!
	+ Describe the ad sizes- silver, gold, and platinum do not provide a visual over the phone! The platinum ad is similar to a business card, the full page ad allows businesses to promote their place of employment or describe the services they offer…
	+ Inform businesses that it might be beneficial to offer a discount to people who bring their yearbook in to their establishment.

After the Sale:

* Verify that contact information is correct.
	+ Is this the best number to reach you at?
	+ We will be mailing you a bill—is this the correct mailing address?
	+ If we need to call you for any reason, who should we ask for?
* Please write your checks out to Cedar Grove-Belgium High School.
* Have you had the opportunity to see your ad in last year’s yearbook?
	+ If we already have an image/business card on file for use in the yearbook, do you want us to use this?
		- Yes
		- No
* Tell all new customers that we ask that they send their artwork/what they want displayed in our yearbook with their payment.
	+ Remind them that we can come up with an advertisement for them if they do not have something to put in.

**Thank them for their time and donation!**

**Cedar Grove-Belgium Yearbook Ads** \_\_Yes, this company purchased an ad

**Contact Documentation** \_\_ No, this company did not purchase an ad

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| --- | --- | --- | --- | --- |
| Date | Type of Communication | Who did you speak to? | What did they say? (Should you call back? If so, what time? Who should you ask to talk to?) | Other |
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This company did not choose to purchase an ad because: