Documents

☑ Order forms/invoices for businesses
☑ Sample AD Book

Getting Started

Look up your business(s) and record/verify the correct addresses/phone numbers on your sales table.

Contacting the Businesses

☑ Place a call to each of your businesses. Below is an example of what to say:

"My name is ________ and I am a band/orchestra/vocal arts/drama student at Battle High School. I would like to talk to someone who is in charge of purchasing advertisements."

☑ Be prepared to call back at an agreed time to talk to the specific person in charge.
☑ When you have the right person to talk with about purchasing advertising, say the following:

"I would like to set up a time when I can come talk with you about purchasing an advertisement in the Battle High School Performing Arts Program Book. When would be a good time to meet with you about this?"

☑ You will then need to meet with that person at an arranged time.
☑ If they are not interested, politely say:

"Ok, thank you for your time. If you change your mind, please contact the Battle High School music offices."

What you will need when you go to the businesses

☑ One Order Form/Invoice with the top information filled out as much as possible
☑ Sample AD Book
The Visit:
Your visit should be respectful of the person's time. Be friendly and concise. You are there to raise money for the Battle High School Performing Arts Department by helping them to advertise at a reasonable rate. Tell them that the program will be seen throughout the year by families throughout Columbia.

Your goal should be to leave the account with the order form, a high quality ad copy and a check made out to "Battle High School." In some cases, the ad will need to be prepared and mailed/e-mailed. Make sure they know the deadline and where to send it.

How to approach new clients

Say:

"The Battle High Performing Arts Department is creating a Concert Series Ad Book to help fundraise for the individual programs within our department. The ads will be presented in a very professional quality book that will be handed to every person who attends any performing arts event at Battle High School. Would you like to place an ad in this year's book?"

"What size ad appeals to you?"

[Show Ad Size Chart or last year's copy of the book & Ad Order Form]

"Thank you! Your participation really helps us put on the best shows we can."

Be prepared to schedule an additional time to come pick up the ad and payment. Before you leave you will hopefully have a copy of the invoice, the advertisement, and the payment.

Follow-Up

If you leave the account without the order, make sure you follow up by phone two days after your appointment. Thank them again for their support and politely remind them of the deadline. Once you have received the order, mail them a hand-written thank you note.
Thank you for considering placing an Ad in the Battle High School Performing Arts Concert Series Program Book. This book will be handed out to each audience member during our performances throughout the school year. The proceeds from Ad sales will go to help pay for expenses that incur while putting together top-notch music programs at Battle High School. Please complete the form below and submit the form and your Ad copy by September 1st, 2016 to the music student(s) or parent(s) who approached you, or to the address at the bottom of the page. Thank you!

<table>
<thead>
<tr>
<th>Business Name</th>
<th>Contact Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Address</td>
<td>Contact Phone Number</td>
</tr>
<tr>
<td>Contact Email/Website</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Commercial Business Ads (check one)</th>
<th>Donations ONLY (check one)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Note: only three (3) cover Ad spaces are available.</td>
<td>Your name will be listed in the Program Book on the donations page.</td>
</tr>
<tr>
<td>☐ Color Cover (7” x 10”), Ad Projected in P.A.C., 2 Comp Tickets to Events $750</td>
<td>☐ Admiral $250 or more</td>
</tr>
<tr>
<td>☐ Full Page (7” x 10”), Ad Projected in P.A.C., 2 Comp Tickets to Events $500</td>
<td>☐ General $125 - $249</td>
</tr>
<tr>
<td>☐ Half Page Horizontal (7” x 5”) $325</td>
<td>☐ Captain $75 - $124</td>
</tr>
<tr>
<td>☐ Quarter Page (3 1/2” x 5”) $200</td>
<td>☐ Soldier $25 - $74</td>
</tr>
<tr>
<td>☐ Eighth Page (3 1/2” x 2 1/4”) $125</td>
<td></td>
</tr>
</tbody>
</table>

Acceptable Material *(Deadline for Ad copy is September 1st!)*
Please supply high-quality, camera-ready material for your advertisement.
ELECTRONIC COPY should be submitted (.PDF or .JPG ONLY!!) to Sarah Hairston, Marc Lewis, Jazz Rucker, William Strozier, or Robert Thalhuber.
At the discretion of the Ad Book Committee, if Ad copy is not adaptable or presentable, the business will be given the opportunity to resubmit a usable ad or only be listed in the appropriate donation category.

Submit Ad copy/payment and this form to the soliciting student(s)/Parent(s), or mail to:

**Battle High School**
**Program AD Book Fundraiser**
*Attn: Vickie Samuel*
7575 Saint Charles Road
Columbia, MO 65202
(573) 214-3300

*Note: Any ad copy received after the due date will not be printed and payment will be accepted as a donation.*

For questions or more information, contact:
Sarah Hairston (s hairston@cpsk12.org), Marc Lewis (mlewis@cpsk12.org), Jazz Rucker (jrucker@cpsk12.org), William Strozier (wstrozier@cpsk12.org), Robert Thalhuber (bthalhuber@cpsk12.org)

**MAKE CHECKS PAYABLE TO: Columbia Public Schools**

<table>
<thead>
<tr>
<th>For Office Use Only</th>
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</thead>
<tbody>
<tr>
<td>Payment Received $___________</td>
</tr>
</tbody>
</table>
7" x 5"
Half Page
$325

3 1/2" x 5"
Quarter Page
$200

3 1/2" x 2 1/4"
Eighth Page
$125

7" x 10"
Full Page B&W
$500

Full Page Color Cover
$750 (only 3 available)
Battle HS Performing Arts Ad Book
Business Request Google Form

Open – Thursday, May 26th at 12:00 noon
Closes – Thursday, June 2nd at 12:00 noon

http://goo.gl/forms/MLXllao0kBR