

Sample Business Ad Script:

Hi! My name is _____, and I am a member of the Daniel High School Yearbook Staff. We are selling business ads to supplement the cost of our yearbook. Would you be willing to buy a full color ad for your business?

**If they say that they are not in charge, ask who you need to speak to and for their contact information.

Information about ads:

- Ads are full color
- They can send a digital version (jpg, png, or pdf file) to amyelrod@pickens.k12.sc.us
- We can bill them for their ad
- Ads come in 4 sizes
- For business card ad size, they can staple a card to the contract.

Selling Ads Procedures

1. Introduce yourself and ask about purchasing an ad
2. Show them the contract, and explain the sizes and prices of the ad
3. If they would like to buy an ad, complete the contract and **have them sign it**
4. Complete a receipt, and give it to the customer
5. If they do not buy an ad, write down the information on the sales log.

Ad Costs and Sizes:

Business card size: \$50

¼ page : \$100

½ page : \$150

Full page: :\$250

If you have any questions, email Ms. Elrod at amyelrod@pickens.k12.sc.us



Daniel High School

A Tradition of Excellence

D.W. Daniel High School

Business Name:

140 Blue and Gold Blvd.

Address:

Central, SC 29630

City/State/Zip:

864-397-2900

Phone:

Ad Size: please check one

Business Card (\$50)

¼ page (\$100)

½ page (\$150)

Full page (\$250)

Payment Options: please check one

Cash

Check # _____

Invoice

We will send an invoice for payment if invoice option is checked.

Artwork Information: Ads are full-color

Ads should be submitted as a PDF or JPEG

Send graphics and completed forms to Amy Elrod at amyelrod@pickens.k12.sc.us by September 6th.

Due Date: September 6th

Signature: _____

BRING THIS COPY TO SCHOOL. Give the customer a receipt.



Mrs. Shannon Sharkey, Principal

