

ATLANTIC SHORES SEAHAWKS
BOOSTER CLUB
(Winter)

Program Advertising Sales Procedure Outline

I. Identify prospects and contact by phone

A. Introduce yourself and explain that you are raising funds to support the Atlantic Shores Athletic Program through the sales of advertising space in the Atlantic Shores Sports Program. Indicate to the prospects that due to the fact they are involved in a business, advertising in the sports programs at ASCS could be a very cost-effective and worth-while device for them. Not only could they reach potential customers but they would be helping an outstanding program for young people in their community.

B. You further want to explain the fact that ASCS has been very successful in athletics over the years, and that all proceeds from these sales will be used to buy additional equipment, uniforms, and awards for our student/athletes.

2. Selling the Ads

A. To place ad order simply fill out the ASCS Advertising Insertion Order Form. Make sure everything is completed (see example ad attached). If the advertisers want to produce their own ads, supply them with the exact dimensions of the ad and ask them to mail “**camera-ready**” artwork to the Seahawk Booster Club, c/o ASCS. You will probably want to either pick up the ad or have it delivered so we can make the deadline. Make sure your name is on the bottom of the form!

B. If the advertiser wants us to do the ad, make sure you have the following information:

- Business Name (exact spelling)
- Location
- Phone
- Logo (if available)
- Special Identification or slogan

Art work will be added only to 1/2 or full page ads.

Other information may be added, space permitting that does not require special artwork.

We would also suggest that each ad has a slogan included that shows their support of the ASCS Athletic teams i.e. “Go Seahawks” or “Go Big Blue and Green”

They may also want to add a Scripture verse or some other spiritual slogan or encouraging words. Remind your clients that we must leave final layout design to the printer’s discretion.

3. Pricing Plan

Fall Issue

Back Cover	(8” x 10”)	\$300
Inside Cover	(8” x 10”)	\$250
Full Page	(8” x 10”)	\$200
Half Page	(5” x 8”)	\$100
Quarter Page	(4” x 5”)	\$75
“Parent Patrons”	(4” x 5”)	\$60
One-eighth Page	(Business Card Size)	\$50

* Quarter page ads for “parent patrons” can be shared by several parents.

4. Invoicing- ATTEMPT TO GET FULL PAYMENT WITH EACH ORDER!

If not possible, indicate to each client that we will send them a bill that they can return with their check. Please make sure the completed “ad insertion order” form is turned in with the ad copy so we have billing information for each advertiser. Include contact person with phone number. Make sure your name is on the ad order form! We want you to get credit for the ads you sell!

5. Copy Deadline- Friday, Dec. 11

We MUST have ALL ad copies for the spring issue at the athletic office no later than 8:30 am Friday Sept. 11. Please make sure your name is on the forms when you turn them in.

6. Program Facts

These programs will be sold at all home games for \$1 each. The sports included in the winter edition are JJV, JV and Varsity Basketball, JJV, JV and Varsity Cheerleading. Pictures, schedules and rosters for all teams will also be added.

7. Don't be shy! - Ask for the order.

This activity is a very important project that we should each take great pride in executing well. This money will be put to very good use. Always try to sell a full page ad. Because time is short we need to use the phone as much as possible. The key will be volume. The more people we call the more successful we will be. Parents, most likely, will not say no to a “Parent Patron” ad, especially if they could share it with 2 or 3 other parents. And very few advertisers will say no to such a small one-time expense for a most worthy **tax-deductible** cause.

Other suggestions: Please ask each person you speak with for at least 2 or 3 other names and numbers of potential advertisers. This will add greatly to your list of candidates. Get your parents and grandparents to help. This is a great opportunity to help our school.

8. Disbursement of Funds

Each athlete is required to pay a one-time athletic fee of \$50. If a family so chooses, they may use this advertising campaign and sell \$50 worth of advertising in lieu of paying the money out of pocket. All money generated will go to the Seahawk Booster Club which pays for referees and any other special athletic department needs. Ultimately, the funds all go back to the athletes so please work hard. Any funds over \$100 will go toward that specific sport. So if a program purchases warm ups, etc. these funds can assist that student-athlete that went the extra mile.

If you have any questions, please call Mike Tribus at the athletic office (479-3110).

**ATLANTIC SHORES CHRISTIAN SCHOOL
SPORTS PROGRAM
ADVERTISING INSERTION ORDER**

Name of Advertiser _____

Date _____

Billing Address _____

Contact _____

Phone _____

Signature

Ad size (circle one)

- Back Cover (8" x 10")
- Inside Cover (8"x 10")
- Full Page (8" x 10")
- Half Page (5" x 8")
- Quarter Page (4" x 5")
- Parent Page (4" x 5")
- One-eighth Page (Business Card Size)

Price
* 1/2 deposit required

- \$150
- \$125
- \$100
- \$50
- \$40
- \$30
- \$25

Program Sales Member _____

Phone _____

Note: Final layout design subject to printer's discretion.

Attach "**CAMERA-READY**" copy or **TYPED** layout.

½ PAGE

BUSINESS CARD

¼ PAGE