

# Thousand Oaks High School Lancer Band & Color Guard

## How To Get Ads For The AdBook...The Easier Way

Put YOUR NAME AND THE DATE on each Band Book Order form in order to get credit for ads. Start right away! This fundraiser is the FASTEST way you can build up your individual band account.

50% of any AdBook money that you raise will go directly into your band account.

1. Keep each order separate
2. Keep ad copy clean and wrinkle free
3. Make sure that each order form is complete
4. Use the large envelopes provided in the Band Room.
5. Use the AdBook box in the Band Room for new ads
6. Make checks out to TOHS BAND BOOSTERS
7. Hand your ads in ASAP so that you get credit and the business can be added to the AD BOOK LIST

We will posting a list of advertisers each week in the Band Room. This is available so you won't waste time contacting places that have already bought ads.

### SUGGESTIONS FOR NEW ADS

1. Look through the Yellow Pages or Newspapers. Many of these advertisers are likely prospects. Take their ad with you to show them.
2. Ask your parent for suggestions. Relatives and friends may want to advertise.
3. Friends and relatives can run Personal Notes as an Ad as a special message or Holiday greeting to someone
4. Go to stores during the day on weekdays if possible so that the manager is in. You can save time by calling ahead to find out the managers name and when she/he is in.
5. Try medical and dental office buildings with lots of businesses.
6. Don't get discouraged by a few rejections. You will not sell to everyone you talk to. Emphasize that they can reach more than 2,000 people for only \$30.
7. The Band Ad book is an excellent way for business to advertise in a way that shows support for his/her local community.

### ADVERTISING INFORMATION

Take your copy of last year's ad book with you to show businesses.

We need "a clean ad " from the advertiser. example: business card, artwork etc. Electronic files can be emailed.

If they have none, have them write out their message and we will still print it for them. We can also print short messages on business cards such as "Good Luck Lancers".

If someone wants to put in a business card and a coupon, they must buy a quarter page ad

There will be one printing of the AdBook. The ad cannot change mid-year.

**GOOD LUCK!**