

Earn Money For Band Expenses!

The TOHS Lancer Band AdBook gives families an opportunity to earn money for band expenses. In your packet of information, you will find Advertising Order Forms and a sample sales letter.

50% of every ad sold by a student goes into their Individual Student Savings Account (ISSA). The balance covers printing costs and supports the TOHS Band program directly, paying for the purchase and maintenance of TOHS band instruments, additional staffing, and show production costs for the fall marching season.

50% Goes Directly To Your Individual Student Account!

Size	Sell this price Ad	Deposit this amount in your ISSA
1/8 page (business card)	\$30	\$15
1/4 page	\$50	\$25
1/2 page (business card enlarged)	\$100	\$50
Full Page	\$200	\$100
COVER SPOTS		
Front inside cover	\$500	\$250
Back inside cover	\$500	\$250
Back outside cover	\$750	\$375

Successful sellers from last year have first crack at selling new ads to their prior customers. All sellers must follow the following timetable.

June 15 - July 14, 2009

- Families who sold ads** for the Adbook 2008-2009 have the **EXCLUSIVE** right to sell ads to those same businesses again during this time period.
- During this time, any other band family, including **INCOMING FRESHMEN** may sell an ad to any business that is **NOT** listed in last year's AdBook.

July 15 – September 1, 2009

Any student may sell an ad to any business. You may follow up on promised ad orders after September 1st, but please do not approach any new businesses.

ATTENTION PARENTS

Personal ads are an important part of the ad book. Supply pictures & text and have a memory forever.

A list of current ads will be posted in the band room and on our website, TOHSBAND.ORG. Additional order forms may be printed from the website or picked up from the band room. If you sell an ad, turn in the forms to the Band Office AdBook box promptly so that others trying to make a sale don't bug the business.

Do not fold, use staples or paper clips on artwork (business cards). Use the large envelopes provided in the band room to keep artwork safe.

Best of luck in the 2009-2010 AdBook Campaign!