Yearbook Ad Sales Instruction Sheet

Step 1 - Approach your customer and introduce yourself. For example:
Hi, my name is _____. I am a member of the Brevard County 4-H Program. We are creating a yearbook this year and are hoping for your support in the form of an advertisement. Our yearbook ads will be full color glossy ads, and we are offering them in 1/8 page, ¼ page, ½ page, or full-page ads. Which ad size would you like?

Ad Prices:	1/8 page $35 (business card size)	Returning Advertiser: $30
	¼ page $75	Returning Advertiser: $65
	½ page $150	Returning Advertiser: $135
	Full Page $300	Returning Advertiser: $280

*Advertisers who purchase a full page ad will receive a 5" x 8" "Blue Ribbon Sponsor" plaque to display at their place of business!

The following prices are for 4-H family members ONLY and are to be used for NON-business related ads ONLY! For example: "Congratulations on a great year! Love Mom & Dad" It may NOT include a business name or any business related information.

4-H Family Member Pricing – 1/4 page $25.00
1/2 page $50.00
Full page $100.00

Be sure to have the customer give you artwork for their ad (this can be a business card or a full color printout of the ad they would like to place in the yearbook). If they have an electronic copy of the ad they would like placed in the yearbook, please advise them someone will contact them regarding their ad set-up. If they have any questions, please have them contact Candy Longhofer at klonghofer001@cfl.rr.com

Step 2 – Record your sale with the business name, address, phone #, email, ad size, & member info. Place payment in envelope.

Step 3 – If the business gives you artwork be sure to place it in the envelope with the payment.

Step 4 – Remove the right ½ of the ad sales form and give to customer for their records. Be sure to check the ad size.

Step 5 - Record the necessary info on your sales record sheet. Please make sure to include the name of the person you sold that ad to, and their contact information. It is important to keep these records; if the yearbook staff finds problems with one of your ads, they are going to come to you for help. You may need to contact the business for clarification.

Step 6 – Thank them for their business.

Step 7 – Turn in all your PERSONAL ads and money no later than the February 9th Delivery Team meeting and the BUSINESS ads no later than the Mar 9th Delivery Team Meeting. If you have any questions, email them to this address klonghofer001@cfl.rr.com

Sales Incentives for Members

If a member sells a minimum of:	$200	Free yearbook (approx. $20 value)
	$400	Free yearbook + $40 fees paid or gift card*
	$600	Free yearbook + $100 fees paid or gift card*
	$800	Free yearbook + $125 fees paid or gift card*
	$1000	Free yearbook + $150 fees paid or gift card*

***Member's choice of out-of-county fees paid or a gift card**
Please note: Member's can only receive 1 free yearbook in total

Equal Opportunity / Affirmative Action Institution

In accordance with the Americans with Disabilities Act and Section 286.26, F.S., persons needing accommodations or an interpreter to participate in the proceeding should notify the University of Florida Brevard County Extension Service no later than 48 hours prior to the meeting at 321-633-1702 or fax 321-633-1890.

Ad Sales Records Sheet

Please record all your sales on this sheet and keep for your records

Business/Family Name	Phone #	Email	Ad Size & Amt	Contact Name (name of person you sold ad to)