

The Rapid City Children's Chorus

Ad Sales Information 2018-19

Dear Chorister and Parent,

We are asking that each student sell ads for our Season Program Book. All monies raised through this effort will be used to pay for printing and operating expenses of the choir. As an incentive, a percentage of each ad sale will go into the child's personal travel account.

Ads are sold as follows:

Bold print listing	\$75	4 or more sold, 50% into travel account
<small>(Place of business, address, phone number, email, website)</small>		

¼ page ad	\$150	50% into travel account
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½ page ad	\$200	50% into travel account
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Full page ad	\$300	50% into travel account
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Full page, color	\$350	50% into travel account
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(Inside cover or inside back, or back cover and other prominent placement by special arrangement)

We are providing you with two business names, a contact person (if known) and whether they have purchased an ad before. Please follow the instructions below.

1. Personally visit the prospective advertiser. Person-to person is far more successful than phone calls. Take the previous program book with you and show them their old ad or samples of other ads.
2. When selling the ad, correct any information on the old ad or pick up a new copy. Pick up the check or money at that time, if possible. Mark check, cash or invoice on the ad sheet.
3. ATTACH logo or ad copy to the ad sheet or send via email to Simpson's.
4. When the advertiser requests a copy of the yearbook or proof of the ad, make that notation on the ad sheet.
5. **All ad sheets must be returned to us whether the firm purchases an ad or declines.** Be sure that the chorister's name is on the ad sheet to ensure proper credit to the child's account.
6. Checks should be made payable to: Rapid City Children's Chorus.
7. Return all completed ad sheets (with ad copy attached) or ad sent to Simpson's, checks and/or cash to Gloria Harrison. Please complete this project prior to November 2, 2018.