

STUDENT PACKET

HOW TO SELL AN AD

BEFORE YOU BEGIN REMEMBER TO:

- Read all information on the sheets so you know what you are talking about when approaching the merchant.
- You may begin selling ads immediately. Please remember, those students that sold ads last year need to get out there early to get your chance of having those same merchants sponsor you again this year.
- **DO NOT SELL ADS TO MUSIC STORES!** They are already participating in the Pageant.
- **DO NOT SELL ADS PERTAINING TO DRUGS, ALCOHOL, TOBACCO VIOLENCE, GAMBLING, OR POLITICS.**
- Students receive 70% profit of each ad sold. Pageant receives the remaining 30% to cover the printing cost.

NOW YOU ARE READY TO SELL AN AD:

- Approach the merchant with a smile, introduce yourself and tell what school band you are from. Hand the merchant the merchant letter and briefly explain:
- Pageant of Bands is a wonderful competition of New Mexico marching bands. It is a non-profit organization run by volunteers for the last 31 years.
- Merchants and friends have an opportunity to have an ad appear in our Pageant Program that is sold at the Pageant of Bands on October 2, 2010. One thousand programs are printed and sold to a packed crowd at Wilson Stadium. Purchasing an ad sponsors students and supports high school music programs. All ads are tax deductible.
- Hand the merchant a price list and explain the size of ads and costs. It is a good idea to have a past program if possible.

NOW THAT YOU HAVE SOLD AN AD, MAKE SURE YOU GET:

- **THE AD** – All ads must be camera ready. The ad must be the correct dimensions of the ad ordered. Make a Xerox copy of the ad to make sure it is camera ready. Avoid photographs if possible. All ads not camera ready will be returned. Ads may also be submitted on a CD. One ad per CD, please.
- **ORDER FORM** - Each ad must have a clearly completed order form. Make sure the business name is accurate. It will appear in the program index as it is written on the form.
- **MONEY** – **Make checks payable to your school booster club.** Paperclip the ad, order form and the check (or cash) together and take good care of them. Do not staple, holes duplicate.
- **These will all be turned in to your school Pageant representative.**

LAST DAY TO TURN IN ADS IS _____

GOOD LUCK