

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. This is Pageant of Bands 30th Anniversary.
- 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 10, 2009. 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 Sept. 2nd

GOOD LUCK



NEW MEXICO PAGEANT OF BANDS
*****30TH YEAR ANNIVERSARY*****
OCTOBER 10TH, 2009 @ WILSON STADIUM

**A WONDERFUL OPPORTUNITY FOR STUDENTS...
A GREAT MUSICAL EXPERIENCE...
AND YOU CAN BE A PART OF IT...**

Dear Merchant,

Please consider advertising your business in the Pageant of Bands Program Book. This professionally printed book beautifully markets your business and at the same time shows your support of music programs in Albuquerque High Schools.

The purpose of Pageant of Bands is to provide a competitive arena for displaying the musical and marching skills of our local Albuquerque and New Mexico high school bands. This exciting and fun competition offers an opportunity for students to perform and earn money for band activities.

You can be a part of Pageant of Bands and support our Albuquerque band students by purchasing an advertisement in the Pageant program. The student (or school band) receives 70% of the revenues for each ad sold – only 30% goes to Pageant to cover the cost of printing. Programs are sold to an audience that packs the stadium to watch over 1,000 students perform

Should you wish not to place an advertisement, we have an additional option:

Friends of Pageant for those donating \$15 for one line.

***All ads are tax deductible since the Pageant is a non-profit organization.

Attached is a price list for ad options with instructions for preparation. Please follow the instructions carefully to obtain the best presentation of your ad in the program.

If you have any questions, please contact your Pageant school representatives.

On behalf of Pageant and the students, **Thank You** for your contribution!

Sincerely,

Pageant of Bands

Sheryl Anello

821-3486 or lavendercow@the-anellos.com

PAGEANT OF BANDS-PROVIDING OPPORTUNITIES FOR OUR TALENTED STUDENTS

NEW MEXICO PAGEANT OF BANDS
*****30TH YEAR ANNIVERSARY*****
OCTOBER 10TH, 2009 @ WILSON STADIUM

PRICE LISTS FOR PROGRAM ADS

SIZE	COST	COLOR AD	WIDTH x LENGTH
Full Page	\$165	\$260	7.5" x 10"
Half Page	\$ 95	\$160	7.5" x 5"
Quarter Page	\$ 70	\$110	3.5" x 5"
Business Card	\$ 40	\$ 65	3.5" x 2"

FRIENDS ADS

Friends of Pageant	\$20	one line	65 characters
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DELUXE PAGE ADS

Inside Front Cover	\$375		7.5" x 10"
First Page of Program	\$375		7.5" x 10"
Last Page of Program	\$350		7.5" x 10"
Inside Back Cover	\$375		7.5" x 10"
Outside Back Cover	\$425		7.5" x 10"

INSTRUCTIONS: Please read carefully. **DEADLINE FOR ADS:** Sept. 2nd

1. **ALL ADS MUST BE CAMERA READY** – Make a Xerox copy of ad to be sure it is camera ready. (A Xerox copy will show how the ad will appear in the program.) All ads not camera ready will be returned. The ads may also be submitted on a CD. One ad per CD, please.
2. The ad must be the same size as you have ordered.
3. Make checks payable to the students' school band booster organization.
4. Carefully proofread the ad before submission.
5. **Do not staple the ad (holes duplicate). Use a paper clip to attach to order form.**
6. Yellow page ads are acceptable, only when accompanied with a clear white Xerox copy of ad.
7. Ads or business cards with dark print on a light background are acceptable. Dark or red backgrounds are not acceptable. Also, be careful of gold and light colors, especially blue and green tones.
8. Avoid photographs if possible. If using a photo or picture it must be halftone and the correct size.
9. Fill out the summary sheet for your ads completely and carefully. Remember that the title you give the ad on the summary sheet is how it will appear in the program index.
10. **NO Ads pertaining to drugs, alcohol, tobacco, violence, gambling, or politics will be accepted.**

30 YEARS OF PROVIDING OPPORTUNITIES FOR OUR TALENTED STUDENTS

NEW MEXICO PAGEANT OF BANDS

30TH YEAR ANNIVERSARY

October 10th, 2009 @ WILSON STADIUM

AD # _____ (completed by Pageant Rep.)

(Ad# to match summary sheet, lightly write ad # on back of each ad using light blue pencil)

ORDER FORM FOR PROGRAM ADS - (all lines must be complete)

BUSINESS (or Friends of Pageant): _____

ADDRESS: _____

Street _____ City _____ Zip _____
CONTACT PERSON: _____ PHONE: _____

AD SIZE: (CIRCLE ONE)

Full Page 7.5" x 10" \$165	Half Page 7.5" x 5" \$95	Quarter Page 3.5" x 5" \$70	Business Card 3.5" x 2" \$40	Year 2007 Friend one line - 65 characters \$20
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Color Ads (same sizes as above)

Full Page \$260	Half Page \$160	Quarter Page \$110	Business Card \$65
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DELUXE PAGE: 7.5 x 10" (circle one) (please check with Pageant Rep before selling these ads)

Inside Front Cover \$375	First Page of Program \$375	Last Page of Program \$350	Inside Back Cover \$375	Outside Back Cover \$425
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PAYMENT: (CIRCLE ONE) Check Cash Money Order Amount \$ _____

Student Salesperson: _____ Phone: _____

Students' School: _____

PLEASE MAKE CHECKS PAYABLE TO: _____

***Attach check to this form with a paper clip. Do not staple the check to the ad!

***Please proofread the ad. Be certain all artwork is correct and camera ready.

DEADLINE FOR ADS: Sept. 2nd (reps. collection date)

SCHOOL PAGEANT REPRESENTATIVES:

NAME: <u>Sheryl Anello</u>	PHONE: <u>821.3486</u>
NAME: <u>Ann Zeter</u>	PHONE: <u>237.1869</u>
NAME: _____	PHONE: _____

Full Page
(7 1/2" x 10")

Half Page
(7 1/2" x 5")

Quarter Page
(3 1/2" x 5")

Business Card
(3 1/2" x 2")