

An idea for your yearbook business advertising campaign...

# YEARBOOK BUSINESS AD PACKAGES

With times tougher these days, many advertisers are looking for the most return for their dollar. The idea - instead of just offering a business advertiser an ad of various sizes in the back of your yearbook, offer them a package of items that they would find much more valuable. Keep it simple, charge one rate for the package, all ads in the yearbook the same size, every advertiser gets the same return for their payment...here are some possible details of what the advertiser would receive:

- An eighth-page ad in the yearbook, every ad the same size
- An ad on a large durable banner, to be displayed EVERY day at school, moved frequently to different locations, including sporting events, plays, parent nights, etc. where adults will see the banner. Possibly 16 ads per banner.
- A small ad on a large magnet display to be given to every student to take home, hopefully to be placed on their refrigerator
- A support sign to be given to each advertiser to place in a window of their business
- Perhaps some other Thank You listing to be displayed in a school newsletter on on the school website
- The banners would be displayed continuously until the end of the school year.

**PRICING:** keep it simple, perhaps \$200 per advertiser. For those who have purchased less expensive ads in the past, remind them of the frequent and long-lasting mentions they will receive. For those who have purchased more expensive ads in the past, mention the savings of this new idea plus the frequent and long-lasting mentions they will receive.

**WHAT CAN YOU EARN?:** let's do the math...a full page of ads in your yearbook, eight ads to a page = \$1,600. Five pages of ads, 40 ads total = \$8,000. For five pages of ads, that's pretty good!! Fill remaining ad pages with personal/parent/senior ads for even more revenue.

I can help you with production of your durable banners, magnet signs and support signs. Banners would cost approximately \$50 each. Magnet signs, based on producing a sample of 500, would cost approximately \$250.



**TIME FRAME TO START:** Immediately, or as early in the school year as possible, so that advertisers may reap as much of a benefit from a package purchase as possible. And you can conclude your ad selling early this year!!

**HOW TO START:** Please let me know of your interest so I may assist, especially with the banner(s) and signs.