



Simple Tips for Better Advertising Coverage

from your Jostens representative, Scott Geesey

1. Try PERSONAL Ads: *Some schools don't allow business ads, or students to leave school to get business ads. But your yearbook is a memory book, so why not sell personal memory ads? A personal ad allows the buyer to place their own unique stamp on everyone's book. Publicize this fact heavily and people will line up to place their own ad!*

But DON'T limit personal ads to just senior parents!! Look at these groups...

Senior parent ads, congratulating their graduate

Ads for ANYONE from parents, relatives, friends, etc.

Buddy ads: several friends pool their money to buy their own ad with their design

Booster clubs: contact every club in your school to purchase a congrats ad

Sports teams or coaches: someone with a team may want to send wishes

Other school groups: cafeteria workers? Custodians? Even administration!!

Local churches: many will want to purchase an ad to congratulate their members

BE CREATIVE: what other groups or individuals are connected to your school?

2. For Business Ads, check out previous years' books: *Be thorough: plan to contact every advertiser from last year. Make copies of their previous ad for their inspection; they may want to repeat the same ad as last year or make just a minor revision.*

3. Who else is out there?: *Grab the phone book, or check with your local chamber of commerce for a listing of local businesses. Mention you're with the school yearbook, ask for their cooperation. A chamber might even be willing to contact members for you!!*

4. Try some advertising VARIETY: *It may be easy to design one personal ad template in one size and sell it to everyone, but those ads often look the same on a page and become monotonous, leading to fewer sales in the future. Let advertisers design their ad!*

5. Think about higher rates: *If your rates have been the same for years, don't shortchange yourself. The cost of your yearbook has gone up, and advertisers know this.*

6. Try COLOR Ads: *Everyone wants to add color to their yearbook; why not do it in the ad section AND make extra money on top of a regular ad sale? The simple rule of thumb is to charge a color ad at twice the amount of a B&W ad. After you pay for the color, you'll STILL make MORE money. At least offer an opportunity for a color ad; you might be surprised at the response!!*



Simple Rules to Make Your 2007 Yearbook GREAT!!