

Budget Builder Idea Generator



Stop Selling Ads—Sell Ad Packages

Are you still selling traditional yearbook-based business advertising that no one really reads? Do yourself and your advertisers a favor—try a banner-based advertising program. It is easier to sell and to produce and a better value for your advertisers.

If you try this plan, you will be selling Advertising Packages which includes the following:

- ✓ A listing on the banner you create that will hang on the wall somewhere in your school. Suggestions for placement include the gym, the entrance to the gym, the front hallway of your school or—get a weatherproof banner and move it around to all indoor and outdoor activities.
- ✓ A listing on a single page of your yearbook that looks much like the banner.
- ✓ A sign showing their support for your yearbook that is displayed in the window of their business.
- ✓ A thank-you page in the next school newsletter.

You can see examples of these at right. You could also include a magnetic card listing all the names and phone numbers of the advertisers for distribution to your whole school and placement on their home refrigerators.

Why do this? Tons of reasons but the biggest are:

- ✓ Fewer ads to sell, but more money to make.
- ✓ More value to the advertisers.
- ✓ Fewer pages of ads that no one reads in the yearbook.

How much do you charge for a package? That depends on the economics of your area. Rural schools often charge \$200 while urban schools may charge twice that.

What do you do with the pages you save by not selling business ads? Take some of the extra bucks you save by cutting black and white pages and doing more color pages.

Your School 2004 Platinum Yearbook Sponsors

<p>For the best in Greek Cuisine, visit... Cafe Minerva For fifty years at the corner of Mason and Dixon in downtown OurCity. Call 555-8888 for reservations</p>	<p>Veritas Video We rent documentaries and NOTHING ELSE! Come on in, we're never busy. Or call 555-6789 to reserve your favorite true story!</p>	<p>Bob's Groceries Corner of Main and Oak in downtown OurCity 555-3333 We deliver just like the old days!</p>	<p>Rainwear Etc. Keeping our town dry for 15 years. Visit our shop on Talbot Lane or see our website at www.rainwearetc.com 555-4444</p>
<p>The Rialto Showing Hollywood's Hottest Hits Twice each night and 6 times on the weekends! Call 555-8888 for showtimes.</p>	<p>Stoneworks Brick, mortar, slate, floors, walls, gardens, landscaping and more. All kinds of stone. "If we don't have it—we can get it!" 555-9999</p>	<p>Kid's doing poorly in school? Call... Jenna's Tutorials We tutor in all elementary subjects Se habla español! Call Jenna at 555-8246</p>	<p>Underwriters Inc. Call us today for your insurance needs. For health insurance, ask for Kathleen. For auto, home or life call somebody else. 555-1234</p>
<p>Fisher & Sons Funeral Home Tasteful Memorials for your loved ones since 1921. We'll be there in your time of need. 555-4567</p>	<p>Downtown Dry Cleaning "We get out whatever you can put in." See our ad in the Yellow Pages or drop by 321 Pine Street—Downtown</p>	<p>Pine Street Pool OurCity's oldest private swimming facility but recently upgraded to serve you better. Splash on in everyday from noon to midnight. Reserve ahead for birthday parties!</p>	<p>MAC CITY We carry all computers as long as they're made by APPLE! See us online at www.nowindows.com</p>
<p>Las Margaritas Mexican food like our Mama used to make. Tamales are our speciality. Located on Route 5 just north of downtown. Need directions, call 555-7777</p>	<p>Screenplay City Thinking of producing your own film. Call us first! After all, it's the story that really matters. Ask for Joshua—owner/manager Call toll free—888-555-4321</p>	<p>PippityDoo Hair & Nails Come in for a Cougar Cut! Tell us you saw us on this banner and get a free manicure. 555-0000 Drop ins are always welcome at 7th and Polk.</p>	<p>Coca-Cola</p>

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<p>The Rialto Showing Hollywood's Hottest Hits Twice each night and 6 times on the weekends! Call 555-8888 for showtimes.</p>	<p>Stoneworks Brick, mortar, slate, floors, walls, gardens, landscaping and more. All kinds of stone. "If we don't have it—we can get it!" 555-9999</p>	<p>Kid's doing poorly in school? Call... Jenna's Tutorials We tutor in all elementary subjects Se habla español! Call Jenna at 555-8246</p>
<p>Fisher & Sons Funeral Home Tasteful Memorials for your loved ones since 1921. We'll be there in your time of need. 555-4567</p>	<p>Downtown Dry Cleaning "We get out whatever you can put in." See our ad in the Yellow Pages or drop by 321 Pine Street—Downtown</p>	<p>Pine Street Pool OurCity's oldest private swimming facility but recently upgraded to serve you better. Splash on in everyday from noon to midnight. Reserve ahead for birthday parties!</p>

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Platinum Supporter

This Business is a Proud Supporter of the 2004 Cougar Yearbook at YourSchool High

Above is an example of what a banner might look like. You can get these printed in full color (or in school colors) at a very low cost by checking with me. The same people that handle our fund-raising poster program also do vinyl banners.

In the upper right you can see an example single page that you can run anywhere in your yearbook and at right a letter-sized poster you give each advertiser to put in the window of their business.