

A successful idea for your yearbook business advertising campaign...

YEARBOOK BUSINESS AD PACKAGES

With money tighter these days, many advertisers are looking for more return for their dollar. Here's an idea - instead of just offering a business advertiser an ad of various sizes in the back of your yearbook that no one may read, 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 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 vinyl banner that can be displayed outside, in rainy weather, etc.
- A small ad on a magnet display (5.5" X 4.3") to be given to every student to take home, probably to be placed on their refrigerator to be viewed every day. Possibly 15 ads per magnet.
- An eighth-page ad in the yearbook, every ad the same size, or replicate the magnet or banner as a page.
- A support sign to be given to each advertiser to place in a window of their business.
- Thank You listings displayed in a school newsletter, school website, electronic message board, etc.

PRICING: keep it simple, at least \$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 through the rest of the school year. 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 using the example above...15 packages, enough to fill a banner and magnet, would earn \$3,000. Sell more if you can. Fit ads on just two pages of your book or replicate the banner on a single page. Fill remaining ad pages with personal/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 \$90 each. Magnet signs, based on producing a sample of 500, would cost approximately \$270.

Actual Magnet

2012 Troy HS Yearbook Platinum Sponsors

Buckheit Funeral Chapel, Crematory & Memorials, PC 637 S. Main Street, Mansfield (570) 662-8888	Dr. Stephen Renzi, D.D. 199 Railroad Street, Troy (570) 297-4555	Thank You Sponsors for supporting our yearbook and school!
Cummings Troy, PA (570) 297-4771 www.dcl.com	The Tax Connection Diana Pannaker, Accountant 1635 Route 6, Mansfield (570) 662-2722 dtp@taxconnection.net	BAREFOOT Troy, PA (570) 297-1297
Dr. Christina Vail Audiology 375 York Ave. FA, Towanda (570) 265-0997	Canton Auto Supply 301 Troy St. Canton (570) 673-8538	FIRST CITIZENS NATIONAL BANK Shedden Wholesale (570) 596-2774
ENEFC WOR Mansfield, PA (570) 662-3464	Go Trojans! Your patronage of our supporters is always appreciated!	Shedden's Wholesale Gillett, PA (570) 596-2774
Joseph A. Bushnell Funeral Chapel, Crematory & Memorials, PC Joseph A. Bushnell, Supervisor, FID 637 South Main Street Mansfield, Pennsylvania 16830 Phone: 570-662-8888	Warner Troy, PA (570) 297-2774	Dr. Stephen Renzi, D.D. 199 Railroad Street, Troy, PA (570) 297-4555
First Citizens National Bank Offering FR FR Without Checkbook - all checks for receipt - include monies!	Dr. Christina Vail, Audiology 375 York Ave FA, Towanda, PA (570) 265-0997	

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!!

2012 Troy High School Yearbook Gold S

COOKE'S PHARMACY Main Street, Troy, PA (570) 297-2841	Troy Marble & Granite Works Troy, PA Since 1904 (570) 297-2700	JUNIORS Troy (570) 297-3481 Mansfield (570) 662-3464	ENEFC WOR Mansfield, PA (570) 662-3464
DANDY Mini Marts With Locations Throughout the Northern Tier!	Joseph A. Bushnell Funeral Chapel, Crematory & Memorials, PC Joseph A. Bushnell, Supervisor, FID 637 South Main Street Mansfield, Pennsylvania 16830 Phone: 570-662-8888	Warner Troy, PA (570) 297-2774	Dr. Stephen Renzi, D.D. 199 Railroad Street, Troy, PA (570) 297-4555
WARNER TRACTOR & EQUIPMENT, INC. SALES - SERVICE - REPAIRS - REPAIRS 864 Route 2 - Troy, PA 18647-6477	BAREFOOT Troy, PA (570) 297-1297	Shedden's Wholesale Gillett, PA (570) 596-2774	Dr. Christina Vail, Audiology 375 York Ave FA, Towanda, PA (570) 265-0997
ProCare Physical Troy, PA (570) 297-2774	THE TAX CONNECTION Troy, PA (570) 297-4771 www.dcl.com	Dr. Stephen Renzi, D.D. 199 Railroad Street, Troy, PA (570) 297-4555	

Your patronage of our supporters is always appreciated!

Actual Banner

Sample Support Sign for Business

Platinum Supporter

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

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