

How to Sell Ads



Selling an ad is easier than you think!

The Ann Arbor School District can only allocate limited funding to our program, so it is necessary for us – the families of the Pioneer Theatre Guild Booster Club – to supply the revenue needed to produce high quality theatrical productions. Ad sales is a key component of our fundraising efforts. We need your help for this effort to be successful. Here are simple instructions:

1. **Go to the Fall Parent Registration Meeting.** This is where you will need to turn in a check for \$150 written to Theatre Guild Booster Club. This is only an ad deposit, and you'll get this money back as soon as you sell an ad for \$150 or more. If you decide not to sell an ad and want to use your deposit to fulfill this requirement, let us know then. Your family can also buy an ad, and these family ads are put in our program along with those sold to businesses. (All ads must be school appropriate.)
2. **Choose a business to sell ads to.** There will be a list of businesses at the Parent Registration Meeting to contact. Many have purchased ads from us before and are likely to advertise with us again. It's easiest to sell an ad to friends, family, or a someone with whom your family has a business relationship, like your orthodontist, doctor, lawn service, photographer, bakery, dentist, etc. You can also add a new business to the list. Major corporations are hard to sell to since their branches don't have the power to buy an ad.
3. **Contact the business you chose.** You can do this by phone, email, or in person. We will provide a script for this conversation. Ask to speak the person in charge of advertising and tell him/her that your child is a member of Pioneer High School Theatre Guild. Ask if they (the business) would be interested in purchasing an ad to go in PTG's programs to help fund our productions.
4. **When you are talking to the manager,** give him/her the Ad Contract with the ad sizes and prices, and answer any questions they may have about our shows. **Tell them that their ad will appear in our programs for the entire season.** Make sure to tell the manager/owner that nearly 15,000 people will see their ad at PTG shows this year. You can assure them that buying an ad for Theatre Guild will benefit them as much as it will benefit us. If the manager is not there when you contact the business, be persistent about calling back to speak to the person who makes the decision about placing ads.
5. **If the business says that they are not interested, then you're out of luck with that business.** Contact the Ad Sales Coordinator, Eric Schramm (ericwschramm@gmail.com), and he will help you find another business to contact. Don't give up, just try again! Most businesses will be willing to buy an ad.
6. **If the business says yes, then the hardest part is over.** You'll need to go to the business in person to pick up the ad (when it's ready) and collect the check, payable to "Theatre Guild Booster Club." Make sure the ad you are given is exactly as they want it to appear in the program. Fill out the ad contract with them and clarify any questions they may have. You may also want to leave your contact information in case they need to get in touch with you. If your business wants to substitute an ad, which is the same size, we'd be glad to accommodate them if it's provided by the next ad deadline.
7. **Turn in the Ad Contract, ad copy, and check from the business.** Make sure everything is together in one envelope. Please do not fold the ad copy. Mail the packet to: PTGBC c/o Eric Schramm, 2730 Hampshire Road, Ann Arbor, MI 48104. If your business prefers to submit an ad digitally, the best way to do so is to email the ad (pdf or jpeg) to ericwschramm@gmail.com. You can scan the Ad Contract and send it to that email address as well, but you will still need to mail in the check.

If you sell \$150 worth of ads before **Monday, October 22**, you will get your ad deposit back. Thank you! If you need additional help, please contact the PTG Booster Club Ad Sales Coordinator Eric Schramm (ericwschramm@gmail.com).