

Advertisements

All of the strategies that work for acquiring donations also work when you are requesting advertisements. Often, if a merchant cannot donate an item to the auction, they are willing to purchase an ad, which appears in the over 300 Auction Program booklets given out.

Who advertises in our Auction Program?

Some businesses and service professionals (doctors, dentists, lawyers, realtors, mechanics, etc.) can do more to support the school by advertising, than by making a donation. Individuals (parents, grandparents, etc.) and groups (clubs, friends, parents of graduates, etc.) can also use this opportunity to write a message, acknowledge the staff or in any way they might choose. Ads will be placed throughout the Auction Program.

Do ads have to be camera-ready?

While camera-ready (finished ad, cut to size, ready to be printed, as is with **no** changes) is certainly ideal, we can provide the layout and typeset for the ads. We prefer that ads are created in Microsoft Publisher, Word, or come as a .jpeg file. The basic layout and exact wording must be turned in with the ad contract and **additional time is required** for us to create ads.

Does payment have to accompany the ad contract?

While we would prefer payment to accompany the contract, we will accept payment for the ad up until the deadline.

What do I do with the Advertising Form?

Fill it out completely. The bottom half is given to the advertiser. The original, along with the ad layout, logo and payment attached, is turned into the office.

When do ads have to be turned in?

The deadline for ads and payment is **March 15, 2008** for inclusion in the Auction Program. Please refer to your Auction Packet timeline for specific dates. Only **camera-ready** ads will be accepted after this date for inclusion on the addendum pages.