

Westlake HS Choir Ad Sales 2021-2022

Dear Choir Students,

It is time to start selling ads for our 2021-2022 concert programs. The Westlake community and local businesses love to show their support for our program through the purchase of ads. In turn, they know their advertising will reach a wide community audience all year long.

Program ad sales are an optional fundraiser that enable you to earn money to pay for just about any future choir-related expenses, including the Junior/Senior spring trip, uniform and required fees, voice lessons, solo contest, choir merchandise, etc. Half of the dollar amount you collect for each ad sold is deposited into your personal choir student account. The other half of the amount you collect will help support costs related to our programs. If you don't use all of the funds in your account by the end of the school year, the funds will roll over into your account for next year, and each year thereafter until graduation. At graduation, any remaining funds may be rolled into a sibling student's WHS choir account.

Forms and information to assist you in selling ads are attached. We also have prior year programs available to you in the choir room. These are very useful when approaching a business about an advertisement.

The deadline for ads to be acknowledged at each concert and in the printed musical programs will be Friday, October 1, 2021. Ad contracts, ad copy, and payment must be received by Westlake Choir Parents Board by this deadline to be included in these events. It is the student's responsibility to follow up with advertisers to make sure their camera-ready digital ad is submitted according to the instructions on the ad contract.

If you have questions, please contact the Westlake Choir Parents VPs of Fundraising, John and Kim Ireland at whschoiradsales@gmail.com.

Happy Selling!

The Westlake Choir Parents Board

Westlake High School Choir – Ad Sales Program

Westlake HS Choir is currently selling advertising space for its 2021-2022 concert and musical programs. Advertisements will be digitally projected at each concert and printed ads will be included in the four (4) February musical programs (approximately 4000 people in attendance). See specific ad details below.

Westlake choirs draw large audiences at all of their performances which includes the Fall Concert, Winter Concert, Musical Production (4 shows), and Spring Revue. Fifty percent of proceeds are credited to the student account of the seller to be used for their choir expenses and activities. The other 50% supports related program costs.

Ad Sizes and Pricing:

- Full Page (5” width x 7.5” height) \$500.00
- Half Page (5” width x 3.7” height) \$250.00
- Quarter Page (5” width x 1.8” height) \$125.00
- Concert ads are in color and digitally projected on the 2 auditorium screens in the Community Performing Arts Center
- Ads printed in the musical programs are black and white ad copy

Submitting Ad, Contract, and Payment

Ad Copy

Camera-ready ads must be submitted digitally; a color ad and the same ad in black and white ad copy. Please make sure that ads are designed in the appropriate orientation (landscape for half and quarter page ads, portrait for full page ads) for the ad size purchased. Ads may be resized to fit the ad sizes above. We recommend digital files be at least 300 dpi and saved in .jpg, .pdf, .tiff, or .eps format. Please email digital files to whschoiradsales@gmail.com. **When emailing, be sure to use the subject line: Choir Ad Sales / Student’s Name / Advertiser’s Name**

For students submitting ad documentation, place signed Ad contract and payment check in an envelope noted with the student’s name and deposit in the lockbox located on the counter at the ramp in the Choir Room.

All advertising contracts, money, and ad copy must be received by the Westlake Choir Parents Board no later than Friday, October 1, 2021. All Ads run through the current school year.

We look forward to sharing your ad information with our audience. Thank you for your support!

For more information contact the Westlake Choir Parents VP’s of Fundraising, John and Kim Ireland whschoiradsales@gmail.com. When emailing, be sure to use the subject line: Choir Ad Sales / Student Name / Advertiser’s Name.

To place an ad, please contact:

Choir Student _____ Phone # _____

Westlake High School Choir Advertising Contract 2021-2022

Advertiser's Copy

Company Name: _____

Address, City, Zip: _____

Phone: _____ Email: _____

Contact Name: _____

Advertising Sizes and Rates:

Full Page (5" wide x 7.5" long)	\$500.00
Half Page (5" wide x 3.7" long)	\$250.00
Quarter-Page (5" wide x 1.8" long)	\$125.00

Concert ads are color; digitally projected on the 2 auditorium screens in the Community Performing Arts Center.
Ads printed in the four (4) musical programs are black and white.

Size of Ad: _____ Amount: _____

Repeat Advertiser: Yes No Use same ad as last year? Yes No

NOTE: both color and black/white ad copy must be provided by the Advertiser

All Ads will run through the current school year. It is agreed by both parties that all advertising contracted shall be paid in full at the time the ad is purchased. **Make checks payable to Westlake Choir Parents.**

Signatures:

Advertiser _____ Date _____

Choir Member _____

Student ID of Choir Member _____ Phone # of Choir Member _____

(Required to receive credit to student account)

Submission of Ad: Submit camera-ready ad (both color and black/white ad copy) as digital file, which must be at least 300 dpi and saved in .jpeg, .pdf, .tiff, or .eps format. Email electronic file to whschoiradsales@gmail.com. When emailing, use the subject line: **Choir Ad Sales/Student's Name/Advertiser's Name**

To Choir Member: Complete all fields of the Contract. Give the Advertiser's Copy of the Ad Contract to the advertiser at the time of payment. Turn in the Westlake Choir Parents Board copy of the Ad Contract with payment to the lockbox in the choir room. 50% of proceeds are credited to student account of seller to be used for choir expenses and activities.

Westlake High School Choir Advertising Contract 2021-2022

Student/Choir Parent Board Copy

Company Name:

Address, City, Zip:

Phone: _____ Email: _____

Contact Name:

Advertising Sizes and Rates:

Full Page (5" wide x 7.5" long)	\$500.00
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Advertiser _____ Date _____

Choir Member _____

Student ID of Choir Member _____ Phone # of Choir Member _____

(Required to receive credit to student account)

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To Choir Member: Complete all fields of the Contract. Give the Advertiser's Copy of the Ad Contract to the advertiser at the time of payment. Turn in the Westlake Choir Parents Board copy of the Ad Contract with payment to the lockbox in the choir room. 50% of proceeds are credited to student account of seller to be used for choir expenses and activities.

HOW TO SELL AN AD

Sell to any individual or business which did not appear in last year's program. Local merchants are eager to support WHS Choir. The Westlake community is a very desirable audience to reach by advertisers. While local businesses will certainly benefit greatly by placing an ad in this program, please do not limit yourself to calling on strictly Westlake businesses. Just about anyone who is advertising in other publications is someone worth calling on. One very good source of participation may be professional people. Doctors, dentists, lawyers, accountants, real estate and insurance professionals find this a very tasteful way to keep their names in front of people who may need their services.

1. Contact prospective advertisers either in person or by phone. If you already have a relationship with the person, email can sometimes be a good approach, but use your good judgment on this. The personal touch is very important and emails can sometimes get missed. Dress nicely—you could even wear your blue choir polo or spirit shirt.

2. Identify yourself as a Westlake Choir student/parent and ask to speak to the manager or the person in charge of marketing. Begin by asking them if they have been contacted by anyone in the choir about purchasing an ad for the program. *If they have already been contacted, please respect the other student's privilege and move on.* If not, ask them if they would like to highlight their business by advertising in the program. Show them a copy of last year's program (available in class) or the sample ads (see below). Most often, the business owner will be interested in looking through the book to see who is already advertising as well as the quality of the printing. Give them a copy of the flyer entitled "**Westlake High School Choir – Ad Sales Program**" that outlines when and where the program is distributed, emphasizing that there is a very low one-time fee to be in the program for six separate performances. Some advertisers pay for this out of their advertising budget, others treat it as a donation.

3. If they need time to decide, leave the program or sample ads with the flyer attached for them. ***Be sure to put your name and number on the bottom of the flyer where it says "To place an ad, please contact"***. Be sure to ask for a business card and a convenient time for you to follow up with them. Please remember that **YOU** must follow up with them!

4. At the time of the sale, fill out the top and bottom copies of an advertising contract, indicating the size ad they want, and obtain a check payable to **Westlake Choir Parents**. Give the advertiser the Advertiser's Copy of the contract. Camera-ready 1) black and white and 2) color ad copy must be submitted digitally by emailing the ad as an attachment according to instructions on the Ad Contract. Many advertisers will want to use their business card for the ad. **Faxed copies or ads from newspapers are not acceptable.** As a general rule, if the artwork can be copied and looks clear and legible, it will probably work. Make sure the copy fits within the margins of the ad size they have purchased (use attached templates and/or measure it!). This same copy will be included in three (3) concert advertisements and the four (4) printed musical programs.

5. Thank the advertiser for supporting the choir (a written thank you note is great!) and inform them in advance of the upcoming performances. One way to keep the choir fresh in their memory is to phone or email them a week or so before performances. This will go a long way towards renewing the ad next year.

6. Turn in the advertising contract and check together to the lockbox in the Choir Room – the earlier the better! **All ad contracts, payments and camera-ready artwork must be received by Friday, October 1st.** This is a firm deadline. **To receive credit for the ad sale to your student account, you must include your student ID.** If you have any questions, contact the Westlake Choir Parents VP's of Fundraising, John and Kim Ireland at whschoiradsales@gmail.com. When emailing please use the subject line: Choir Ad Sales/Your Name/ Advertiser's Name

7. Bring your advertiser(s) a program after the first musical performance so they can see how good their ad looks. Be sure to attach a note of thanks for their support.

AD SALES FAQs

Who should I approach to sell an ad?

Think of the businesses you and your family patronize in the community. For example: any kind of retail establishments, restaurants, health care providers, service providers, realtors, schools/tutors, financial services, car dealers/service, cleaners, home improvement or building businesses – anyone that might want to attract the attention of Westlake area customers.

What do advertisers get for their money?

All ads will be digitally projected at our three (3) concerts (fall, winter, and spring) and printed in the four (4) musical programs. These performances are well attended by an educated and influential audience.

What benefit does the student gain?

Half of the proceeds from each ad will be credited to the student's choir account to cover costs of future school-sponsored trips, voice lessons, all required choir expenses, and most optional choir expenses.

What are the specifics for ads in our program?

The sizes, prices, and format for ad copy are spelled out on the contract as well as on the ad sales flyer. Programs are printed in black & white on white paper. The cover is colored cardstock. (Imagine a short stack of printer paper, folded in half and stapled in the fold.) Concert ads are the same ad but in color and digitally projected on the screens in the auditorium.

Are there any special ad placements?

Ads are arranged by our program designer so that they are pleasing to the eye yet fit on as few pages as possible to minimize printing costs (sort of like working a puzzle).

How do I fill out the contract?

COMPLETELY and LEGIBLY! Be sure to fill it out before giving it to your advertiser to sign. Give them one copy to keep as a receipt for their records (they don't need to sign their own copy, but you do).

What do I need to turn in to get credit for an ad?

It is your responsibility to turn in a completed **contract and full payment** to the lockbox in the Choir Room. You **must** include your student ID on the contract to receive credit for the ad. The ad copy (the actual advertisement as it should look in the program) can be emailed (see the contract for the email address and specs), but please include a note to that effect with your contract/payment. It is the student's responsibility to follow up with advertisers to ensure their ad copy is submitted by the deadline. Please do not submit an incomplete ad and make the ad sales chairperson have to track you down.

When do ads need to be submitted?

Friday, October 1st is the firm deadline for submitting the ad contract, ad copy, and payment. That date is on the Ad Sales Overview and will be posted on the calendar on the choir website.

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General & Cosmetic Dentistry

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Austin, Texas 78746

Phone: 512.327.5977
Fax: 512.327.2979

*Don't forget to check out the great choir
photos at our smugmug site:*

www.whschoir.smugmug.com

*Group photos of each choir will be available for purchase soon!
Proceeds help maintain the site and benefit the choir program.*

Ad Size Guide

An approximate ad size guide, which shows orientations of the different ad sizes, is included on the following page.

Full Page Ad
5" width x 7.5" height

\$500

Half Page Ad
5" width x 3.7" height

\$250

Quarter Page Ad
5" width x 1.8" height

\$125

Quarter Page Ad
5" width x 1.8" height

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