

Atlantic County 4-H Yearbook Ad Campaign SALES KIT

Types of Ads

Friend of 4-H – these one-line ads are only \$1; they must only include a first and last name or a family's name and fit on one line. Single, family names may be grouped by twos, but NO MORE! Examples: *Joe and Jane Doe* or *THE DOE FAMILY, Joe and Jane*.

Sponsor Ads – these are also one-line ads, but for \$5. These are for those people or small businesses that can't afford a commercial ad, but would like to support our organization with more than a \$1 donation.

Commercial Ads – these are ads, usually for businesses, that are based on size:

Full Page	-	\$175
Half Page	-	\$90
Quarter Page	-	\$60
1/8 Page	-	\$45
1/16 Page	-	\$25 (limit of 3 lines: name, address, and phone)
Inside Endsheets	-	\$250
Back Cover	-	\$300

Awards

Individual Awards:

Quota Member – any 4-H'er selling at least \$100 in total ad sales will have their names listed in the 4-H Yearbook. In addition, they will receive 20% of the dollar value of total ads sold and will be credited toward the expense of 4-H Summer Camp, South Jersey Teen Conference, or any **educational 4-H event**. The maximum credit, which may be earned, is the current base registration fee of one week of 4-H Summer Camp. This credit must be used within one calendar year and is non-transferable.

Top Salespersons – a \$100 U.S. Savings Bond will be awarded to the member who sells the highest dollar amount of total ads. However, a member must sell a minimum of \$300 of total ads to be eligible. A \$50 U.S. Savings Bond will be awarded to the member who sells the highest dollar amount of "Friend of 4-H" and Sponsor ads combined. A member must sell a minimum of \$75 of these ads to be eligible.

Yearbook Committee Award - \$50 U.S. Savings Bond to the 4-H'er who sells the highest number of new commercial ads (ads never seen in yearbook before!), but a minimum of \$150 of total ads must be sold to be eligible.

Token Sales Awards – all members who sell ads are eligible for a random drawing for a 4-H gift.

Club Awards:

Quota Clubs – 4-H clubs with an average sale of \$50 or more per member will have their names listed in the 4-H Yearbook.

Top Selling Club – the 4-H club with the highest average dollar amount of ads sold per member will be listed in the Yearbook and have its name engraved on the Yearbook plaque.



PROCEDURES AND TIPS

List of Commercial Advertisers from 2010 – enclosed is a list of ads that were sold last year and who sold them. **DO NOT** solicit for any ads from a business that someone else sold to in 2010, unless you know that that particular person is not selling again this year. **DO try to approach new businesses that are not on the list.**

Start your sales campaign immediately. Set aside a particular day, or part of a day, that you can devote to soliciting. Keep a list of those people and businesses you want to visit, and keep track of where you've already been! Perhaps your parent(s) can help by asking at work. Make sure to you take an adult with you when approaching businesses and individuals.

When you are out selling, wear a 4-H t-shirt or pin to help identify you as an Atlantic County 4-H member.

Take a copy of the 2010 4-H Yearbook along with you. This helps to explain to prospective advertisers what their ads will look like and can possibly turn a non-buyer into a buyer! **(Copies are available at the 4-H Office.)**

Give a **“WE SUPPORT ATLANTIC COUNTY 4-H”** booster flyer to your customer. Not only will this help to further promote 4-H, but will prevent other sellers from approaching the same client more than once.

Always be polite—even if you don't make a sale!

If an advertiser wishes to place the same ad as the previous year, simply cut out the old ad and attach it to the ad form.

Advertisers can use business cards and/or emblems as the printer can easily reproduce them. Clear **black and white** photographs can be used, but only in ads that are **¼ of a page or more**. Be sure that all wording is exactly as the advertiser wants it, and make sure that all forms are printed neatly and with correct spelling.

Billing is not a 4-H policy—be sure to secure payment for all ads **at the time of the sale!** Checks are acceptable and preferable, but must be made out to **Atlantic County 4-H Fair Association**.

Banks, department and chain stores, and colleges usually require letters. An introductory letter is enclosed with this information packet. Inquire with the business to whom the letter should be addressed and include an order form. As it may take up to four weeks for a response, mail your letters out early.

Parents, relatives, and neighbors make good “Friend of 4-H” sales, while doctors, dentists, veterinarians, lawyers, etc. make good possibilities for sponsors. All donations are tax deductible.

NO CREDIT will be given if **all information** on the **Commercial Ad** sheet is not filled out completely. This information is not only useful in giving out proper credit, but is also used in the event that a mistake is made in the ad, so that the 4-H Office can double check all information.

NO ONE MEMBER MAY RECEIVE CREDIT FOR A CLUB SPONSORED AD.

ADS SUBMITTED UNDER THE NAME OF MORE THAN ONE PERSON WOULD HAVE THE AMOUNT OF CREDIT FOR THAT AD DIVIDED BY THE NUMBER OF 4-H MEMBERS LISTED ON THE AD.