

TIPS ON SELLING ADS

APPROACHING THE BUSINESS

- Ask to speak to the manager or owner – the person who can make the decision about advertising.
- Introduce yourself.
- Explain that you are seeking support of the youth of Bexar County and the Bexar County Jr. Livestock Show.

NOW YOU HAVE THEIR ATTENTION

- Explain the different levels of sponsorship:
 - BACK COVER \$300
 - FULL PAGE AD \$125
 - HALF PAGE AD \$75
 - QUARTER PAGE AD \$50
 - BUSINESS CARD AD \$35

CLOSING THE DEAL

- Once they have decided at what level to advertise, complete the ad form you have been provided.
- You will need:
 - To fill out the form completely
 - Their ad copy
 - Their payment
- Give the sponsor the pink copy of the form.
- THANK THEM FOR THEIR SUPPORT!
- If they do not want to place an ad, thank them for their time.

ONE MORE THING

- LOVE LINES – your friends, family, or whomever you can talk into it may want to just wish you the best of luck! For \$10.00 per line, 30 letters/spaces per line, their message can appear in a special section of the program book. Clearly print the message and the printer will typeset it.