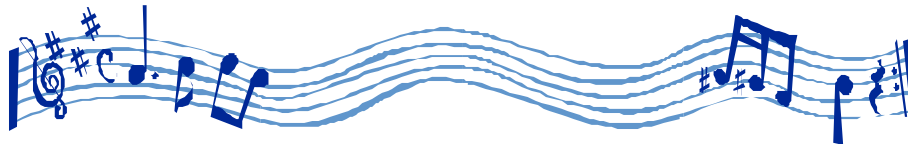


May 6, 2010

2010 MHS Pops Spring Concert Program Book Instructions

DATES TO REMEMBER:

2009 Advertiser Letters Mailed:	Jan. 18, 2010
Ad Packets Distributed to Students:	Feb 1-5, 2010
Students hand in Ads & Payments On or Before: (Ads Protected until March 3 rd If assigned ad is not turned in by this date, it can be reassigned)	March 3, 2010
List of Released Ads Posted by:	March 8, 2010
Turn in All Reassigned Ads On or Before: Turn in All New Ads On or Before:	April 14, 2010 April 14, 2010
Program Book to Press:	April 26, 2010
Advertisers Ad Copy &: Complimentary Tickets Mailed	April 28, 2010



WHAT IS AN AD BOOK?

It is a program Book for the HS Spring Concert and a Fund Raiser for you and the MPS Music Association.

WHY BE INVOLVED?

Half the ad cost is credited to your account. The other half goes to the Association's General Fund.

The credits applied to your account will be used for festival/trips and any balance will carry over to next year.

HOW ARE ADS ASSIGNED?

If you were involved last year, ads you brought in were assigned to you then and are still assigned to you this year and all future years you are involved with the association as long as the merchants buys an ad each year. The ads will be credited to you when we receive this year's ad and payment from the advertiser. Just because an ad is assigned to you doesn't guarantee the business will place the ad, you need to call or visit your assigned companies.

If you contact the company and they state they are not interested this year, note that on that company's order form along with the date of contact & your signature. **This procedure will protect your assignment to that company for the next year.**

REASSIGNMENT OF ADS?

If by March 3rd you have not brought in the ad and payment, the company will be released and another student can contact that company. New deadline date is April 14th. The only way to prevent reassignment is either bring in the ad and payment or contact the company and let us know (per above) that you made the contact and the company is not interested in participating this year.

Remember once the company is reassigned, it is no longer yours.

HOW DO I GET MORE ADS

Bring in an ad and payment for a **NEW company that is NOT listed on the "already assigned list"**. The new ad(s) you bring in will be assigned to you this year and in future years as stated above. You can bring in ads from new advertisers until April 14th.

WHY CAN'T I CONTACT CERTAIN COMPANIES?

The companies on the "already assigned list" should not be approached (unless they are assigned to you). WHY? Because a letter has already been sent to each advertiser requesting renewal and because each company is assigned to a student and we don't want to annoy the businesses.

AD SIZES & PRICES

Cover.....	\$150.00	(First Come Basis)
Full Page.....	\$125.00	
½ Page	\$ 75.00	
¼ Page	\$ 50.00	
1/8 Page	\$ 30.00	
Contributor	\$ 15.00	(Appears on Contributor Page with a line for “good luck wishes: plus name (s) of contributor).
Sponsor	\$ 10.00	(Appears on Sponsor page with name(s) of sponsor only.)

Only ads paid in full prior to the final cut off date will be in the program book and will count as credit for you.

HOW TO FILL OUT ORDER FORMS

You or the company contact person fills out the top of the order form.

Discuss ad sizes and costs with the company contact. Fill out advertisement size and cost on the order form. Put your name on the Student Representative line. Attach a clean, sharp, preferably camera-ready, ad copy to the order form.

If a receipt is requested, ask the company contact to copy the order form. The order form is also the invoice.

Thank the advertisers. If the advertiser's ad is 1/8 Page (\$30.00) or larger, inform the advertiser that the company will receive two complimentary tickets to the concert with a copy of their ad page.

If the advertiser's ad is Contributor (\$15.00) or Sponsor size (\$10.00), please inform the advertiser that they will receive an advance copy of their ad page.

Return the form and payment to Mr. Piazza, Ms. Phypers, Mr. Rosenthal or Mrs. Manell as soon as possible.

SOMETHING TO THINK ABOUT

A ½ page ad costs \$75.00. If the ad was assigned to you, your account would be credited with \$37.50. That would be the same as selling 75 candy bars.

THINK ABOUT IT!

**SUGGESTED WAYS
TO SELL ADS & GET LOTS OF NEW ADS**

Visit the company. drop in, be friendly & show enthusiasm for your music program.

Many businesses wait until a student requests the ad before submitting the ad.

Follow up is necessary, sometimes several times. It's OK to remind your contact every few days until you get the order. Placing an ad is not a priority for your contact, but should be for you.

To get new business, check the business section of the Marlborough phone book, the ads in local newspapers or weekly publications. Make sure you cross-reference the company you want to contact with the list of those already assigned. Contact your parents' friends, relatives and business associates (i.e., Your hairdresser, orthodontist, restaurants, stores, associations you belong, etc).

Call the business (suggested people to ask for: the owner, the office manager, the President's administrative assistant, the store manager) and explain why you are calling. It helps if you prepare a script to follow before you start calling. Offer to deliver the order form in person and answer any questions.

If your retail contact does not seem receptive, you could suggest that instead of a "good wishes" ad, they could make their ad a discount coupon for their business.

Get Creative! Make suggestions to your contact.

Always be pleasant & positive, even if you get "no" for an answer. **Be polite & thank your contact for his/her time.** Remember there's always next year (for most of you).

Encourage family members to get together and purchase an ad.

ALWAYS SAY THANK YOU! If you get an ad, send a note of thanks or follow-up with a thank you phone call. Your contact will remember that kindness next year.

If you have any questions, please call Mrs. Manell 508-481-4043.

GOOD LUCK & HAPPY SELLING!