



Yearbook Advertising Campaign

WHAT?

Each student is asked to sell **ONE BUSINESS AD** and turn in the Advertising Order Form, Payment and Artwork by **April 3, 2017***. **SALES EARN YOU SERVICE**

HOURS!! The bigger/more you sell, the more hours you get:

1 ad = 1 hour • 1/4 page ad = 90 mins • 1/2 page = 2 hours • full page = 3 hours

WHY:

To support the **WHS Instrumental Music Program** and help fund the annual Yearbook.

HOW?

- Review the attached letter and Advertising Order Form. Complete both the business and your information on the order form in order to get credit for the ad.
- Think about the businesses that you and your family use the most. How about your music teacher, dance/gymnastics studio, gym, tutor, dentist, doctor, orthodontist, pharmacist, dry cleaner, vet, mechanic, gardener, dog groomer, hairstylist, manicurist, esthetician, favorite local clothing store or restaurant, parent's banker, real estate agent, accountant? How about your local church, charity/nonprofit group, music group/band? What about your family members' and neighbors' who own businesses? Be creative!
- Make sure you have a personal story to tell about your experience in the music program. You want your prospects to understand this is important to you personally!
- Be able to explain why this is a good idea for them: Their business receives valuable exposure to hundreds of committed band families and the community.
- Visit as many businesses as you can think of, ask your parents to help and send emails to everyone you know or even post on social media!

REMEMBER TO:

- Bring a copy of last year's yearbook if you have one.
- Collect the money when you sell the ad space and the Advertising Order Form is filled out. *Please note, the payment and form must be received before the ad can be processed.* You will need to follow up with the business until the artwork is received.
- **Smile! Introduce yourself! Make eye contact! Be confident! Say thank you!**
- Email Jenny Thuillier, whsimd@gmail.com, if you have any questions.

GOOD LUCK AND HAPPY SELLING!

* Be reminded that no student will be excluded from participation regardless of their donations. California law guarantees students a public education free of charge, including extracurricular activities. Students are therefore entitled access to educational activities, and to all materials, supplies, equipment and uniforms necessary for the educational activity without charges or security deposits. There are some narrow fee authorizations in the law, and we ask for and encourage donations to assist us in our efforts to continue providing high quality courses and activities, but all donations are strictly voluntary. Please visit www.conejousd.org/whs for more information, and/or contact the Principal if you have any questions or concerns.



**Westlake High School Instrumental Music Boosters
100 North Lakeview Canyon Road
Westlake Village, CA. 91362**

Dear Business Owner,

Please consider putting an advertisement in the Westlake High School Instrumental Music Yearbook for the year 2016–2017.

I am one of more than 300 Westlake High School students who participate in our music program. Each year we proudly represent our school at regional and statewide competitions and have consistently earned top honors in many prestigious events ...and we have a lot of fun along the way!

Support from businesses such as yours is vital to the health and continuing growth of our program. Historically, the state and district provide less than 10% of the funding needed to run our program. Therefore we rely on sponsorships to provide such basics as sheet music, musical instruments, transportation to competitions, and to pay for the talented staff and coaches that make the program happen.

On the back of this letter is the Business Advertising Form. In addition to the benefits of advertising in the Yearbook, the Boosters commit to making this a valuable sponsorship for your business with consistent outreach through social media and ongoing exposure and promotion to our many band families.

Thank you in advance for your generosity and for helping make our music program a great success!



2016–2017 Yearbook Business Advertising Order Form

Name of Person Buying This Ad: _____

Business Name: _____

Business Address: _____

Business Contact Phone Number: _____ Business Contact Email: _____

Name of Student Receiving Credit For This Ad: _____

Student Phone Number: _____ Student Contact Email: _____

Business Ads

Cover Position 4-Color Ads	Dimensions (width x height)	Price
<input type="checkbox"/> Inside Front or Back cover	7½ x 10 or full bleed *	\$500
<input type="checkbox"/> Back of program	7½ x 10 or full bleed *	\$750
<input type="checkbox"/> Senior Section Sponsorship	7½ x 10 or full bleed *	\$500

Includes full page ad and company "Sponsored By" logo running throughout Senior Section.

Black and White Ads	Dimensions (width x height)	Price
<input type="checkbox"/> 1/8 Page Bus Card Size	3½ x 2	\$30
<input type="checkbox"/> 1/4 page Ad	3½ x 4¾	\$50
<input type="checkbox"/> 1/2 page Ad	7 ½ x 4 ¾	\$90
<input type="checkbox"/> Full page Ad	7½ x 10	\$175

4-Color Ads	Dimensions (width x height)	Price
<input type="checkbox"/> 1/8 Page Bus Card Size	3½ x 2	\$50
<input type="checkbox"/> 1/4 page Ad	3½ x 4¾	\$80
<input type="checkbox"/> 1/2 page Ad	7½ x 4¾	\$145
<input type="checkbox"/> Full page Ad	7½ x 10	\$280

Payment Method

Check one:

- Check enclosed
Check # _____
- I will pay on-line at the
whsband.org webstore

Artwork delivery

Check one:

- I will email my artwork to
whsimd@gmail.com
- I am providing a
business card to scan
with this contract
- Use the same ad from
last year

Deadline: All payments and artwork must be received no later than April 3.

* Full Page Bleed Ad

Full bleed ads trim to 8½ x 11. Extend artwork 1/8 inch beyond trim for bleed. Bleed area: 8¾ x 11 ¼)

Payment Information and Artwork Requirements

- All submissions must be in press-ready pdf format or must be supplied as scannable artwork.
- Email your materials to **whsimd@gmail.com**. Direct ad production questions to Jenny Thuillier (805) 751-9287.
- Please note that payment and contract must be received before the ad can be processed.
- Make all checks payable to: WHSIMB or you can pay thru our web store: <http://www.whsband.org/webstore2.html>