

RHS Band Performance Journal Ad Sales Guide

There are three documents available to help you achieve your sale goals:

1. Performance Journal 2009-10 Advertisement Contract

Use this form to record all of the important details of each sale, including the information about the sponsor, the type of ad that they are purchasing, and the selling family's information. Also included are directions for the sponsor on how to send us the ad and payment.

2. Top Reasons to Place an Ad in the RHS Performance Journal

Use this concise handout to help you outline to perspective advertisers the top reasons for why people advertise in the journal.

3. RHS Bands Performance Journal Potential Advertiser List

Find potential advertisers to contact on this extensive list of local businesses.

Please note the following:

- Businesses in the first section, highlighted in gray, are assigned to the returning family who sold an ad in 2008. These families should make the contact again this year.
- Businesses in the second section purchased an ad in 2008 from a non-returning family. They are thus particularly good prospects, and open to any band member's family.
- Businesses in the third section purchased an ad in 2007, and are also likely good prospects.

To avoid sales calls to businesses that have already purchased an ad, a regularly-updated version of this list will be available on the RHS Band website. Please email us at parents@rhsbands.org to let us know when you have contacted a business.

Also, please note that you need not limit yourself to the businesses on the "Potential Advertiser List." Ask the manager at your favorite restaurant - you may even suggest that they include a coupon in their ad. How about the orthodontist or your accountant? Remember that this journal will be distributed a dozen or more times, almost exclusively to your home community. Auto body shop, kitchen renovators, lawn care service...

Finally, you may just want to take out an ad yourself, wishing your child good luck, or expressing your pride in his or her musical accomplishments. If you'd like to see last year's journal for ideas, please ask Mr. Haas for an extra copy.