

ADVERTISING BOOKLET CONTENTS



1	Fact Sheet
2	Ten Reasons Why
3	It All Adds Up
4	Overcoming Objections a. Questions and Answers b. The Sales Call
5	Things to Remember When Selling Ads
6	Things to Remember When Selling Senior Ads
7	Grades
8	Commercial Advertising Assignment Sheet
9	Senior Advertising Assignment Sheet
10	Letters to Senior Parents
11	School Envelopes
12	Certificates of Appreciation
13	Price List
14	Call Slips
15	Letters to Staff Members and Senior Staff Members
16	Yearbook Advertising Contract
17	Sample Ads
18	Staff Directory
19	Staff Business Cards
20	Thank You

All information used permission of:

Maclay School
Marauder Yearbook Staff

