

GRADES



Your advertising grade will be averaged as a test grade in both the first and second nine week grading periods. It will be based on the following:

1. **Contacting all of your assigned ads.** For every merchant or parent you fail to contact, your grade will be reduced by 1/3 of a letter grade (e.g. to an A or to an A-). NOTE: You will be given call slips that can be signed for any ad you contact but fail to sell.
2. **Correctly and accurately completing the advertising contract.** This includes the year, firm's name, the parent/owner/manager's name printed (so we can read it), telephone number, date, zip code, price, size, school information, what is going on the ad and your name. For every piece of information that does not appear on each ad two points will be deducted from your total dollar volume.
3. **Selling and turning in contracts by the deadlines** – **AUGUST ??** for senior ads; **SEPTEMBER ??** for all commercial ads; **SEPTEMBER ??** for all friendship ads.
4. **Gathering information** to help complete the ad. Always try to get a business card for commercial ads, logos, messages, etc. when you sell the ad.
5. **Assisting the photographers** in getting pictures scheduled and taken.
6. **Making sure the ad is accurate** and completed the way the owner/manager/parent wanted it.

Credit will be given for effort. If you visit a merchant and are unable to get a sale, ask the merchant to sign a call slip. Signed call slips are worth \$5 each.

The following scale applies to those who sell under the \$1100 minimum. Remember that points will be deducted from the total dollar volume for not completing contracts and for not following through on sales or the completion of the ad.

For example: If you sell \$900 (B-) worth of ads, but you have three contracts that were not completed sufficiently and 12 points were deducted, those 12 points will be deducted from \$900= \$888 (B-). If you also failed to contact two of your assigned ads, your grade will be reduced by 2/3's of that grade. You are now at a C-.

A+	\$1100 – above	C+	\$879 – \$858
A	\$1099 – \$1023	C	\$857 – \$803
A-	\$1022 – \$990	C-	\$802 – \$770
B+	\$989 – \$957	D+	\$769 – \$737
B	\$956 – \$913	D	\$736 – \$693
B-	\$912 – \$880	D-	\$692 – \$660
		F	\$659 – below

Staff members who sell \$1100 or more will earn a free copy of the yearbook.

If you have any questions let **ADVISER'S NAME** know.

