

## **Advertising and sales**

Just as in the real world, a student newspaper operates as a business. The following are tips to help get copy into print without sinking into the red.

### **Build a budget**

It can be something as simple as determining how much copy paper you will need to print and eight-page paper four times a year. Or it can be as complicated as expenses per issue (printing, supplies, postage) and annual expenses (equipment costs, training, press memberships, contests/critiques). Those final costs-per-issue will help determine how much funding you need, either through school contributions or advertising sales.

### **Conduct a student/reader survey**

The information can be a source of potential stories and a marketing tool to promote the paper to potential advertisers. Questions could include: What do you like to read about? Where do you eat? How much do you spend?

### **Set ad rates before making sales calls and stick to those rates**

Use rates of competing student newspapers as a guide. If an advertiser uses a coupon, consider offering a discount if he or she keeps track of how many students respond with the coupons. That information can be used in sales calls to other advertisers. <see sample rate card on back>

### **Create a business card**

List the publication, school, address, adviser and school phone number. It gives current and potential advertisers a way to reach you (and an address to send the ad payment). Sources can use the cards to call with story ideas.

### **Create press passes for the newspaper staff**

Not only will they be a legitimate form of press identification to the school staff and advertisers, they can be used as motivators.

### **Send ad bills in a timely manner**

Send the bill and a copy of the newspaper to the advertiser and follow up with a phone call to ensure the material was received. Be aware that a few advertisers "forget" to pay -- be prepared to politely, but consistently, make follow-up calls.

### **Maintain accurate accounting**

Failure to do so could cause problems for the newspaper, adviser and school.

### **Create a brochure highlighting the journalism program**

Use it as a recruitment tool. Set up "news tip" boxes around school and reward tipsters with small prizes, such as pizza coupons.

### **Sell subscriptions to parents during open house**

They may not get a chance to see the paper. Maybe they will want to send it to grandma or to a recent graduate. Remind them that the subscription is also a donation to support the paper's operation. Once you've sold subscriptions, mail the newspaper in a timely manner. Don't ignore the people who are supporting you in good faith.

## **Fund raising**

- See if your local newspaper will print your paper at cost.
- Create special issues of the paper on topics (such as graduation) that will draw certain types of ads (flowers, limousines, formal wear, etc.).
- Seek out ads for part-time or summer jobs (such as McDonalds and Wal-Mart) and ads from the military and technical colleges.
- Create a special classified section built around fun things like song dedications or cute couples.
- Host and charge admission for a yearbook signing party.
- Charge other departments at school for design jobs, such as designing and printing invitations for a sports team dinner, etc.
- Host a pizza and/or karaoke night at a local restaurant.
- During spirit week, set up a booth so students can have their picture taken with a cardboard cut-out of someone famous; before Christmas, do photos with "Santa"; do Valentine's photos.
- Take/sell photos from the prom, homecoming or other special events.
- Host a faculty-student sporting event.
- Create and sell a faculty cookbook or calendar.
- Sponsor a "donation drawing" for a limo ride and dinner. Note the specific wording -- some schools do not allow raffles!

**<Example Rate Card>**

Ad sales and rates: (All sizes are approximated and are given in column inches. Your salesperson/staff member will be happy to explain column inches to you.)

Size	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
Business card Size – 4 col.”	\$25	\$50	\$75	\$100	\$115	\$140
9 col.” (4 ½” x 2 columns)	\$30	\$60	\$90	\$120	\$145	\$170
16.5 col.” (1/8 page)	\$50	\$100	\$150	\$200	\$230	\$275
33 col.” (1/4 page)	\$70	\$140	\$210	\$280	\$325	\$400
66 col.” (1/2 page)	\$120	\$240	\$360	\$480	\$500	\$600
132 col.” ( full page)	\$220	\$440	\$660	\$880	\$1100	\$1200
Back cover full Page (132 col.” Prime Visibility)	\$300	\$600	\$900	\$1200	\$1400	\$1700
Back cover sales for each issue “First come, First Served” status! Date of ad sale: _____ time: _____						

Ad Order:

Name of Company: \_\_\_\_\_

Individual to contact: \_\_\_\_\_ phone #: \_\_\_\_\_

Mailing address of company: \_\_\_\_\_  
\_\_\_\_\_

Name of staff member selling ad: \_\_\_\_\_

Please circle the category from the chart above that best describes your order.

I wish my ad to appear in (check all that apply) :

September issue	October issue	Nov./Dec. issue	February issue	March issue	April/May issue

CIRCLE ONE: I will supply my own ad layout.      I want the Panoptic staff to lay out my ad for me.

All checks should be made payable to \*\*\* High School. Payment is due when order is placed. A receipt will be sent to you by mail. Please attach ad information or business card to the back of this order form.

For more info: LCHS Journalism office, Ms. \*\*\* \*\*\*, adviser: ###-###-####