

STEPHEN F. AUSTIN HIGH SCHOOL ORCHESTRA

Concert Program Ad Sales

Procedures:

1. Contact individuals and businesses who might have an interest in advertising in the Austin High School Orchestra (AHSO) concert programs. It is helpful if it is a business that you or your family frequently uses. Ask **anyone** who comes to mind!
2. Provide that person/business with the letter to “Advertiser” and the ad space diagram, which includes information on the prices, size of ads, your contact information, instructions on submitting payment, artwork, receipt, order form, etc. *Remember to include your name and telephone number on the letter and make as many copies of the letter that you might need.*
3. Collect the advertiser’s payment, completed order form, and artwork and mail all items to:

Tina Ross, President
Austin High Orchestra Parents
5115 Woodcreek Road
Austin, TX 78749
Tinar@austin.rr.com
Telephone: 512-633-4297

You may also leave the items in Ms. Solis’s office in the orchestra room with “Tina Ross/Advertising” on the envelope. Be sure to send Ms. Ross an e-mail that you are doing so and when it is being dropped off.

Please do not lose the ad! If the ad is lost you will not receive credit and the advertiser will never see the ad in the concert program.

4. Maintain a list of ads that you sell so that you can provide the advertisers a copy of the program (as a courtesy) after it is printed. The advertisers usually do not attend the concerts, but might want to see the program with their advertisements.
5. Ads may be submitted by one of the following methods:
 - Electronic file with artwork, photo or graphic as a TIFF or JPEG file. E-mail the information to Tina Ross at Tinalr@austin.rr.com.
 - CD with artwork, photo, or images scanned as a TIFF or JPEG file.
 - Attach a note of the ad text in addition to photos, artwork, and business card. We will scan the image and place it with the ad.

Ad Prices – Black & White Only:

1/8 Page	\$30.00
Business Card:	\$40.00
1/4 Page:	\$50.00
1/2 Page:	\$100.00
Full Page:	\$200.00

Deadlines:

The deadline to place an ad in the Monster Concert & Carnival program, which reaches out to approximately 400+ families, is Friday, October 14. After October 14, ads will be accepted, but will not be placed in programs for concerts that have already occurred.

Hints for Success:

This fundraiser is not as difficult as it seems since so many local businesses have participated in the past and look forward to hearing from a current student in AHSO. Parents and other family members also like to spotlight their student and help the student fund his/her trip during the spring semester. If you or the potential advertisers have questions, please contact Ms. Ross. If helpful, you may certainly take a friend along to sell ads. **Reminder: The only way to sell an ad is to ask!**

Thank you!

Tina Ross, President
Austin High Orchestra Parents (AHOP)