

## Ad Sales Process/FAQs

### Zionsville Show Choirs 2018-19

#### Important Dates

- Tuesday, May 29, 2018 – Sign-ups and ad sales open
- Friday, June 29, 2018 – Any uncontacted businesses released for sign-up
- Saturday, June 30, 2018 – Second sign-up opens
- Friday, July 29, 2018 – Ad sales and Senior Tributes close and all paperwork must be received

#### Ad Sales Process

- Returning students will be given the opportunity to retain businesses to whom successful sales were made last year.
- All students need to register for a free Sign-up Genius account – [www.signupgenius.com](http://www.signupgenius.com)
- On May 29, 2018 at 9am EDT, students may begin to sign up to businesses (the final allowed number will be communicated prior to this date)
  - Note: If a student signs up for more than the allotted number, it is at the discretion of the Ad Sales Coordinator which business(es) will be removed from that student's list.
- Students may only sell to a business he/she has formally signed up for on Sign-up Genius.
  - Note: If the student's name is not on Sign-up Genius for the business he/she sells an ad to, he/she *will not* receive credit for the sale.
- Students need to update Sign-Up Genius with the status of their visits – Initial Contact Made, Sale Pending, Sale Completed, Not Interested This Year, Not Interested Ever - Do Not Visit Again; follow-up steps, and result.
- Any businesses that do not have a status update made in Sign-up Genius by June 29, 2018 will be released for second sign-up.
- Students will have the opportunity to sign up for the businesses released on June 30, 2018.
- Each student is responsible for ensuring that the ad submitted by the vendor meets the listed specifications as listed in the ad specifications, and the check has been written to ZSI and submitted along with the electronic ad to Rhoda Nyce by July 29, 2018.
- All paperwork must be submitted to Rhoda Nyce, along with ads and payment no later than July 29, 2018 for the student to receive credit for the sale.
  - Note: If the student has not received confirmation from Rhoda Nyce on receipt of the paperwork, ad, and payment, it is the student's responsibility to follow-up with Rhoda and the business to ensure everything is submitted by July 29, 2018.
- The inside front and back covers are available for sale (\$600) for businesses interested in premium placement. Be sure to touch base with Rhoda before committing a cover to a business.
- If you have a business interested in being a sponsor for Holiday Home Tour or Finale, please have them contact Ann Soards at [asoards@gmail.com](mailto:asoards@gmail.com).

## FAQs

### **What are the benefits of selling ads?**

For each ad sold, the student making the sale receives half of the sale price directly to pay for their personal show choir fees. The other half of the sale price is applied toward to overhead of the Choral Program and to help subsidize the cost of all show choir fees.

### **What changes were made in the Ad Sales process from last year?**

The following are the main changes made for this year's Ad Sales:

- The price for the 1/4-page ad increased from \$100 to \$120
  - We found that by differing the cost of the 1/4 and 1/3-page ad, many businesses opted to go for the lower price option which created problems in converting their past 1/3-page ads to 1/4-page ads. Another benefit of this increase is \$10 more in the student's account for a 1/3-page ad sale.
- Number of businesses available to be signed up for has decreased
  - We want to set all students up to succeed. We created this year's list to only have those businesses who have purchased ads in the past four years. This decreased the total number of businesses available for sign-up, but hopefully has increased the chance of making a sale.

### **What if I want to sell to a business that is not on the list?**

If you have identified a business that you'd like to make a sale to that is not currently listed on Sign-up Genius, please email Rhoda Nyce at [rhoda.nyce@gmail.com](mailto:rhoda.nyce@gmail.com) to get the business added to the Sign-up Genius list.

### **How do I know who to contact when I approach a business for sponsorship in the program?**

A spreadsheet is available with all contact information we have on file for the businesses on the list. The link to the spreadsheet will be sent in a separate email. Please ensure you capture all contact information from the businesses you sell ads to, so we can keep the spreadsheet up-to-date. If no contact name has been identified, ask for the owner or the advertising/marketing contact.

### **What if I have a business asking about premium placement in the program? Or asking if they can have their ad placed in a specific location in the program.**

We have two opportunities for premium placement in the program – the front and back inside covers. These can be purchased for \$600. It is a first come, first served basis for purchase, so please contact Rhoda Nyce at [rhoda.nyce@gmail.com](mailto:rhoda.nyce@gmail.com) or 317-372-2126 before committing to a sale of the inside covers. We have no other options for a business to determine placement in the program.

### **Who do I contact if I have questions during the ad sales process?**

Rhoda Nyce is the Ad Sales Coordinator this year. You may contact either of them for questions at:

Rhoda Nyce  
[rhoda.nyce@gmail.com](mailto:rhoda.nyce@gmail.com)  
317-372-2126