

Ad Sales FAQs

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 contact Rhoda Nyce at rhoda.nyce@gmail.com to get the business added to the Sign-up Genius list.

Why can I only sign-up for up to seven (7) businesses this year? I was allowed to sign up for up to ten (10) last year.

After evaluating the number of students in Show Choir and the number of businesses available in the area to approach for a sales opportunity, it was determined that the number needed to be lowered to seven (7) to provide more of an equal opportunity for all students to sell ads.

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 1/3-page ad increased from \$100 to \$120
 - This change accounts for the increase in designer fees for the program. Another benefit of this increase is \$10 more in the student's account for a 1/3-page ad sale.
- The end date for sales is now July 28th, the last day of Show Choir Camp
 - This date change allows the ad sales to be completed before school starts
- Allowed sign-up numbers decreased from 10 to 7 businesses per student
 - See previous FAQ for answer
- The in-class formal presentation has been replaced by a You-Tube video
 - The You-Tube video will be available throughout the ad sales process for a refresher anytime the student needs it. A formal Q&A time will be available for students who have questions about the process
- Two Sign-Up Genius lists are available for students to sign-up for businesses, separated by business names A-L and M-Z.
- Students who with legacy sales (businesses who purchased ads last year) are captured on a separate list from the main Sign-Up Genius list to avoid any confusion on what businesses are available for ad sales.
- The student is responsible for walking the sponsor through the digital ad specifications, offering the services of our designer for an additional fee.
 - When the ad is submitted properly the first time, it eliminates the need for follow-up from the ad coordinators requiring additional visits to the business from the student to ensure the ad specifications are met.
- Each student is responsible for emailing Rita Haydar a list of all of their ad sales.
 - This ensures that communication between Rita, the student, and the business takes place in a timely manner, preventing last minute follow-up which could result in missed deadlines.

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

Rhoda Nyce and Rita Haydar are the Ad Sales Coordinators this year. You may contact either of them for questions at:

Rhoda Nyce
rhoda.nyce@gmail.com
317-372-2126

Rita Haydar
zsiadsales@gmail.com
267-394-3712