



P.O. Box 2110
Kearney, NE 68848
800-516-8339
www.schoolmate.com

ADVERTISING SALES KIT

Local advertising in your Student Planner is an excellent way to pay for your books. Merchants will buy ads because of their community spirit and interest in your school. There is no limit to the number of advertisements you can have printed in your book. You only pay for the cost of printing; the profit is yours to keep. Advertisements are sold in units from full-page to patron ads and are placed inside your planner. **All ad copy must be sent to us at the time of your order.** If you have questions, call our office at 800-516-8339.

SELLING AD SPACE

Selling advertising is easy if sales calls are made by groups of two or three. Introduce yourselves and explain that you are selling ads to raise funds for your Student Planners. Take your sample book, sample ads, and your advertising layout forms to show the merchant. You can sell full-, half-, quarter-, eighth-, sixteenth-page ads or patron ads, which only list the business's name. Tell the merchant there is no better way to advertise than in a book that will be used an entire school year.

Some of the easiest sales are to banks, savings institutions, utilities, photographers, restaurants, auto dealers, and soft drink bottlers. They are especially good prospects for full-page ads. Consider any business that sells goods or services to students. You should collect money at the time you sell the ads. **Keep a record** of advertisements sold, size of ads, and money collected. Use the attached form for your convenience.

MATERIAL

All ads should be submitted **press-ready**. This is material that is ready to print with no typesetting or changes required. Printed material will look like the submitted material. For this reason, do NOT fax material since faxes look grainy. Digital files should be sent via our web site. This process embeds artwork and fonts, eliminating most errors. Please go to www.schoolmate.com and click on "Submit Material" for instructions.

Ads that are **not press-ready** can be submitted for an additional charge. Ad copy can be handwritten on the ad layout sheet or attached directly to it. This is to indicate the size and position it will occupy on the page.

The best advertising material from a merchant is a business card or an ad clipped from a previous publication, other than a newspaper. This material will be considered press-ready **if it is proportionate to the ad size and no changes are needed**. Keep these points in mind when submitting material for ads:

- Press-ready material should be in **black ink on white paper**. Try to limit artwork to only line art.
- Do **NOT** submit photos, artwork, or type with color, screens, or shading because they print poorly. Avoid large areas of black used in boxes, bars, thick lines, or artwork. Avoid pencil, marker, or crayon drawings.
- Do **NOT** cover any of your ads with tape or staples. Protect ads with cardboard when you mail them.
- Business cards with colored backgrounds and/or colored ink and ads taken from newspapers or faxes **do not** print well. If these items are submitted, they will require typesetting and will be charged as **not press-ready**.
- Ad pages will be printed in black ink on white paper.

YOUR COST FOR PRINTING ADVERTISING

- If ads are **press-ready**, you only pay for the printing of the advertising at the handbook page rate.
- Ads **not press-ready** will be charged an additional **\$25** per page for typesetting.
- Each side of a sheet counts as one page of advertising. A fraction of a page will be charged as a full-page.
- We provide an advertising sales sheet with suggested ad prices. How much you charge merchants for advertising is up to you.



ADVERTISING SALES SHEET



This form must be completed and submitted with the ad copy.
Production may be delayed if this form is not returned.

School Name _____


City _____ State _____

Name of person to contact if there are any questions concerning your ads:

Name _____

Daytime Phone (_____) _____

Suggested Prices for Ads

NUMBER OF ADS	AD SIZE	SUGGESTED AD PRICE	
		KG/PR/EL/MS/CL	HS & SR
	Full Page	\$200	\$175
	1/2 Page	\$100	\$85
	1/4 Page	\$50	\$40
	1/8 Page	\$35	\$20
	1/16 Page	\$20	NA
	Patron Ad	\$10	\$10
	 Total number of ads		

8 3/8" x 10 13/16" Planners

KG = Kindergarten Journal

PR = Primary Student Planner

EL = Elementary Student Planner

MS = Middle School Student Planner

CL = Budget Classic Planner

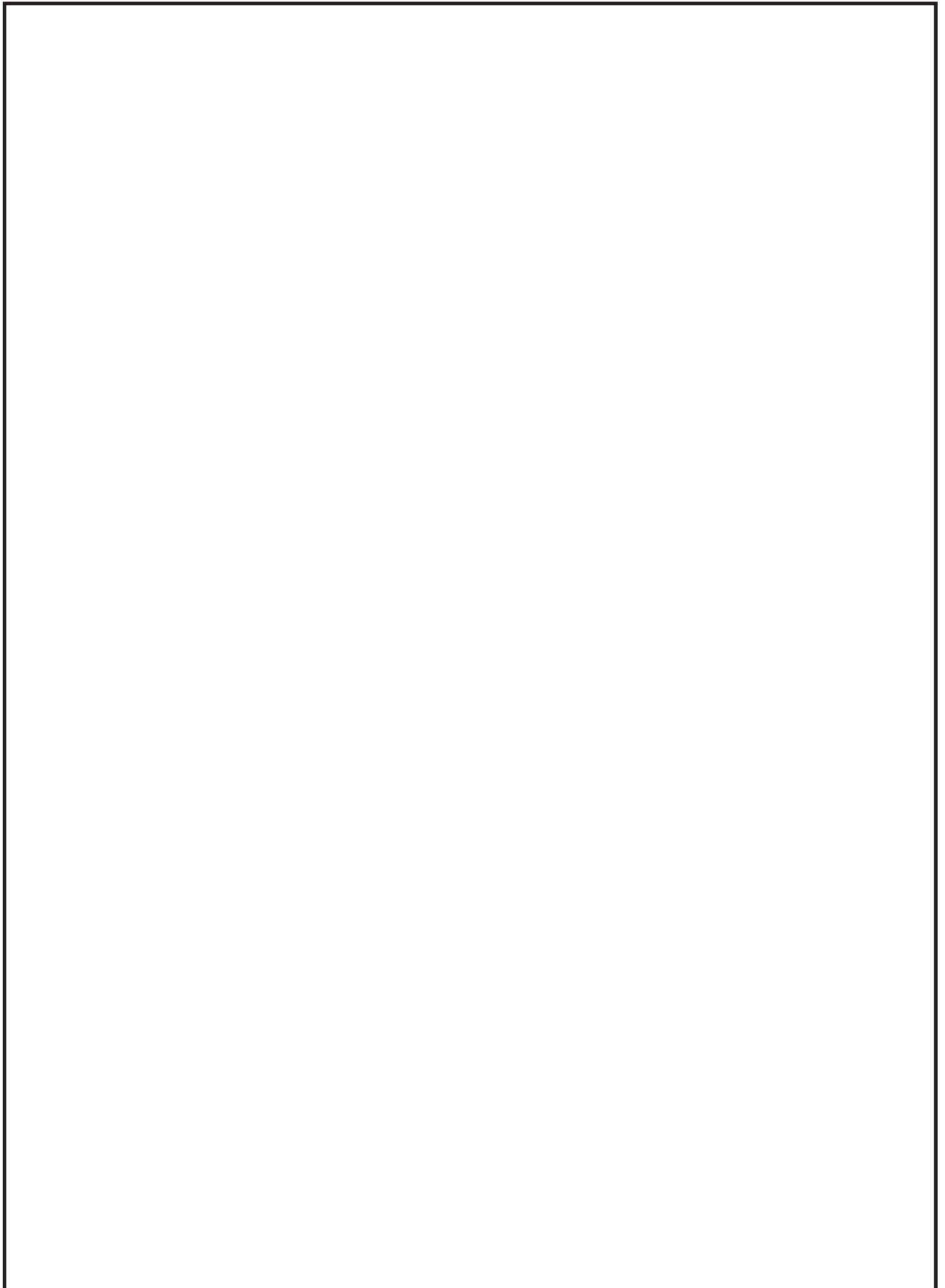
5 3/8" x 8 3/8" Planners

HS = High School Student Planner

SR = Budget Scholar Planner

1. Complete the form above so we know how many ads we should have.
2. Group ads on the ad layout sheets so they make complete pages. For example, place a 1/2 page ad with two 1/4 page ads to make one complete page.
3. Indicate the order in which pages should appear in your Student Planner.

If you do not include instructions on how to group ads or in what order to place them, we will place larger ads first, ending with patron ads. We will use our discretion to group ads to make complete pages.





Central Cellular

*For cellular sales and service,
we're your best call.*

- Affordable rate plans
- 30-second increment billing
- Multiple line discounts
- Extensive cellular network



First in Service

First National of Lincoln

Proud to be an Eagle Sponsor
510 N. High St. • Lincoln

LEARY STUDIO

senior portraits • family portraits
weddings • reunions

142 Main Street
Lincoln

Extra!

Read all about the Eagles in the

Lincoln Times

For subscriptions see us at
578 Hyatt Street • Lincoln

Extra!

Lincoln Booster Club

Enthusiastic Support for
Eagle Academics and Athletics

Jerry Sevrans, President

Lincoln Snack Shack

Everyone has a sweet tooth, right?

232 N. Burlington • Lincoln

HENRY'S SPORTING GOODS

4343 Bel Aire Road • Lincoln

Robertson Lumber

Norma Reed's
Ice Cream Emporium

Doc & Millie's

Tony's Steakhouse

Nails 'n More
Downtown Mall • Lincoln

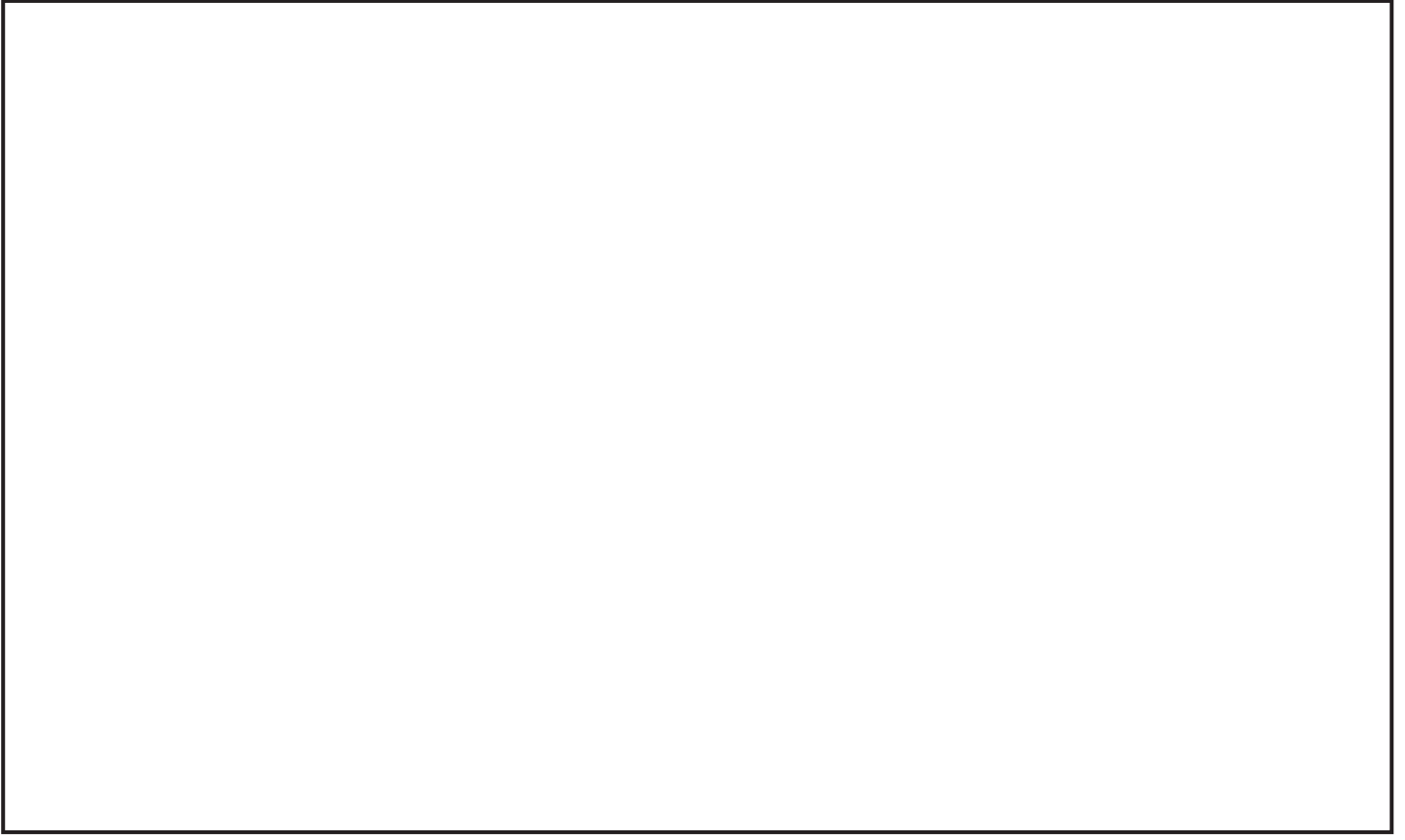
2ND ACT PAWN SHOP
765 Main Street

Juan Pepe's Mexican Restaurant

Insurance Associates
Call Andy Rupp at 555-2634

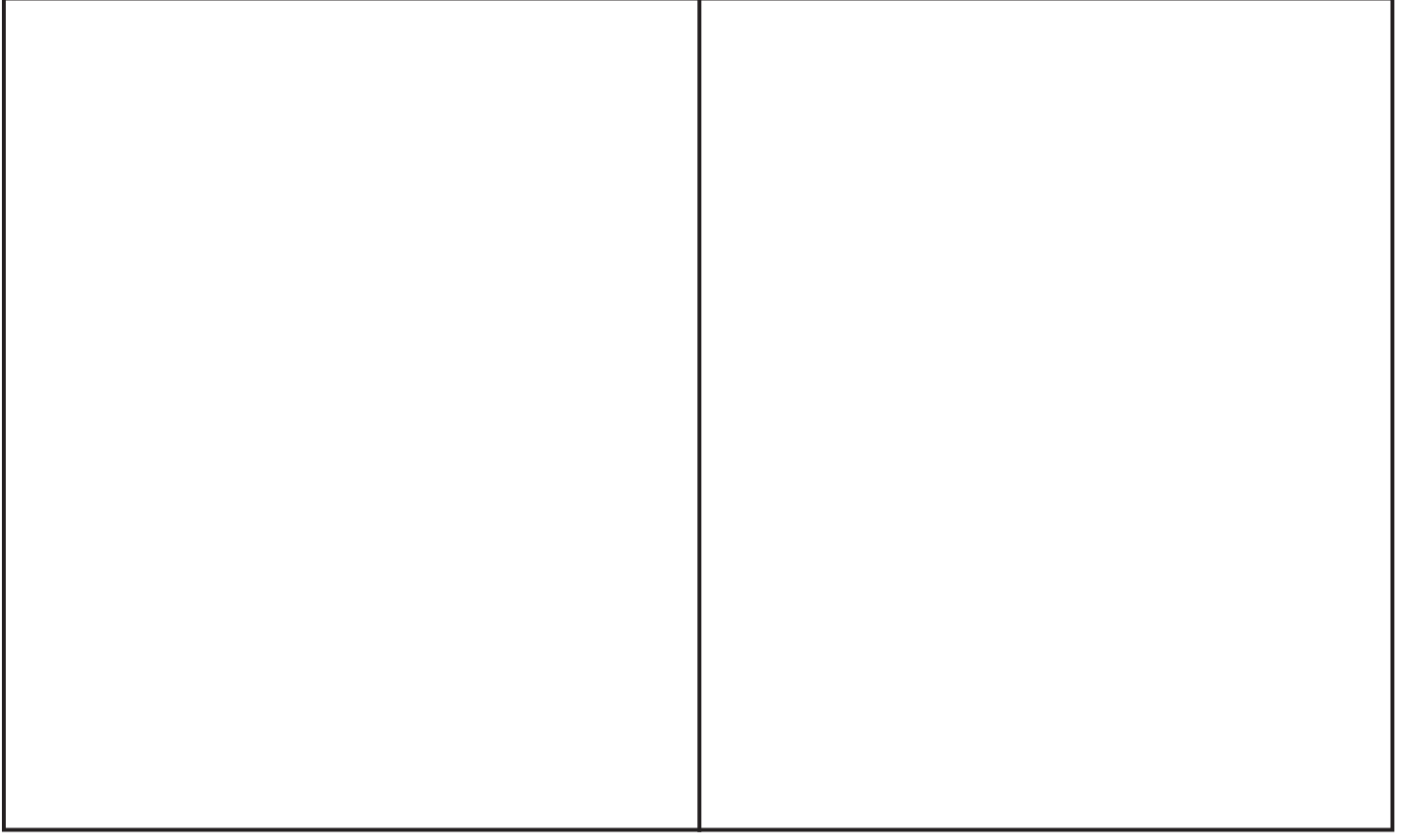
Ad Size: 4.5" x 7.5"

FULL-PAGE AD LAYOUT – for HS & SR



Ad Size: 4.5" x 3.75"

1/2 PAGE AD LAYOUT – for HS & SR



1/4 PAGE AD LAYOUT – for HS & SR Ad Size: 4.5" x 1.875"

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1/8 PAGE AD LAYOUT – for HS & SR Ad Size: 4.5" x .94"

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