

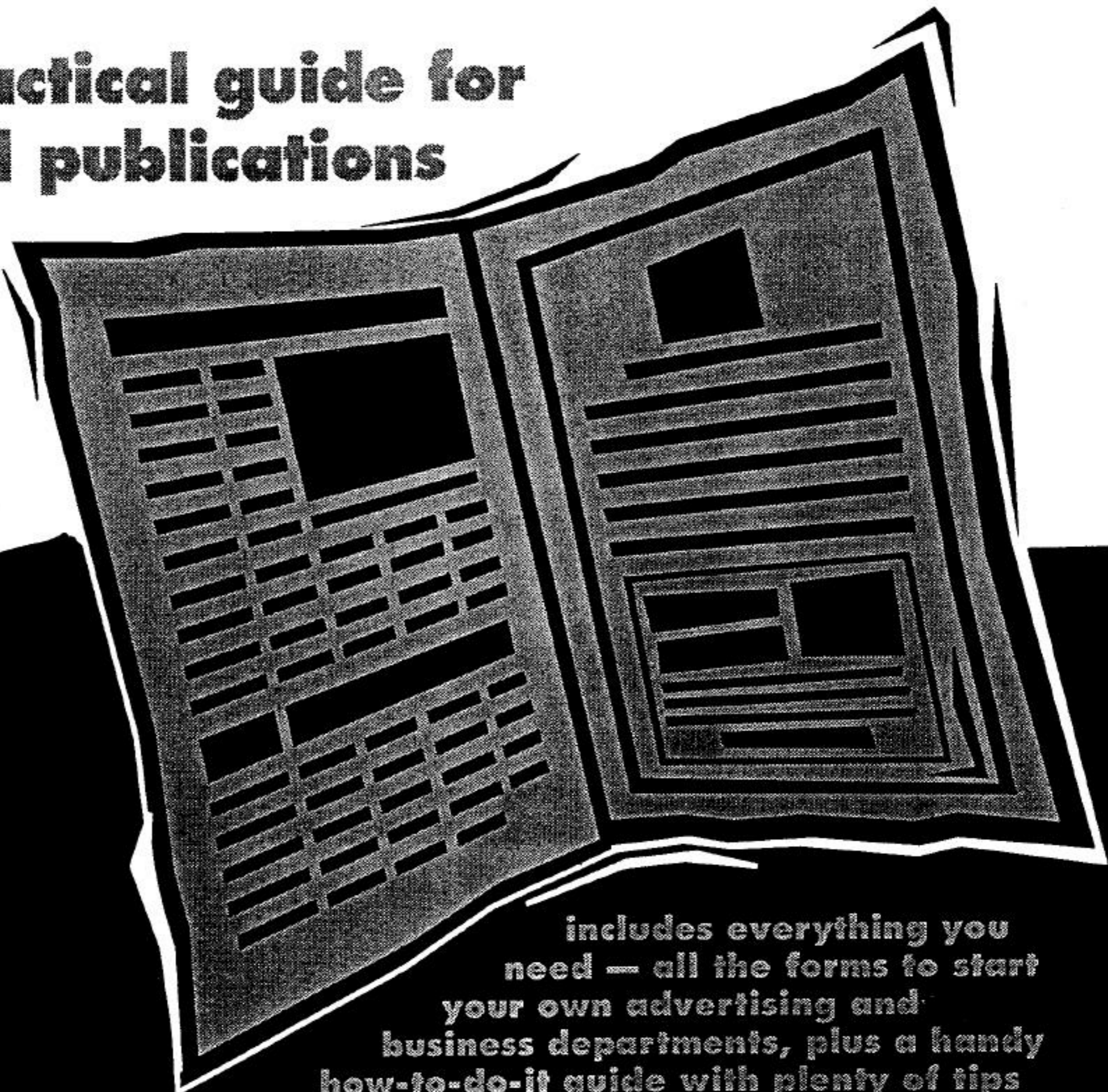
ADVERTISING

A-Z

A PRACTICAL
GUIDE FOR
HIGH SCHOOL
NEWSPAPERS

BY
ROB MELTON &
SUNNY STAUTZ

**a practical guide for
small publications**



includes everything you
need — all the forms to start
your own advertising and
business departments, plus a handy
how-to-do-it guide with plenty of tips

ADVERTISING A-Z

BY ROB MELTON & SUNNY STAUTZ

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Sunny Stautz

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Rob Melton & Company

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Teacher Resources

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Sample wish list

Sample options and actions

Sample bid

Sample daily journals

Sample ad run sheets

Sample newspaper budgets

Ozone layer news rate card, contract, application for credit, subscription

Grantonian fact sheet

Page dummies of advertisement layouts

Sample account payment ledger

Sample invoice

For the teacher

This section contains helpful hints on how to use the book with your students. It explains

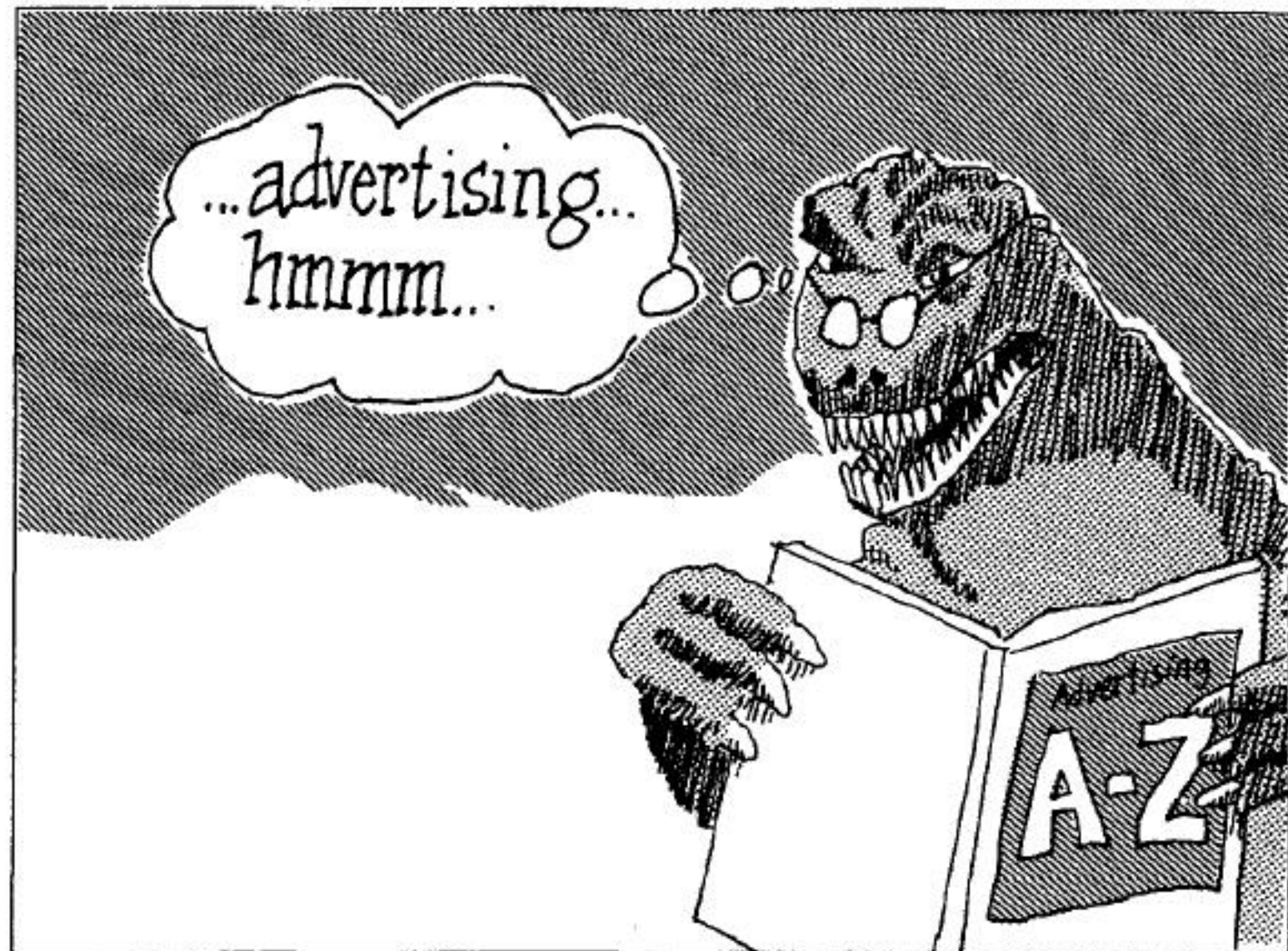
who the authors are and why we wrote the book.

what parts you can reproduce for your classroom.

how to use the activities in each chapter.

how to use the "Instant Ad Department" in the first part of the **appendix**.

ideas for using the teacher's resources section in the last part of the **appendix**.



Why we wrote this book:

Sunny remembers vividly the year her bookkeeper got senioritis in April and she didn't discover it until June, when she found \$1,000 in unpaid printer and photography bills stashed in a desk drawer! And the time a hair cutting franchise went bankrupt after it had run full-page ads. Rob recalls the time the principal changed their funds and the paper had to cancel its last three issues. And the time a local advertiser threatened to sue the school because of a typo in the ad copy. And the time.... You get the idea.

Between the two of us, we have over 30 years of advising horror stories. Trying to cope, we've developed countless staff handouts to organize the little cherubs and end up in the black instead of in the red each June — one of those little details that makes your principal like you better. We've distributed those handouts at countless journalism conferences and finally put all those fragments together into a cohesive whole, for our own students. What we ended up with was an entire book, covering just about every advertising detail we could think of.

This book won't save you from all of our horror stories. But it will give you some tips on making a traditionally weak area — advertising — much stronger. They're tips we learned the hard way. We hope you can profit from our mistakes and come up with an award-winning paper that also enjoys financial success.

When you bought this book, you bought the right to **photocopy** any or all sections for your students, like a software site license. No part of this book may be reproduced for students of an entire district. Although some of the text has been written with the teacher in mind, parts are very student-friendly. (Translation — they might not mind having to read it.) You can use this book as a master copy and make 30 books for your classroom as a text

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in beginning or advanced journalism. Or you can use it as your resource for lecture, followed by class activities. A third possibility: assign specific sections to specific students. The book starts with building a budget in Unit 1. You move to the five steps of selling in Unit 2, from organizing the staff and running surveys to developing a media packet, identifying prospects and sales techniques. We take you through designing an ad in Unit 3, including what NOT to do. The nitty-gritty of assigning ads to pages, keeping track of which ads run and who to bill, is all covered in Unit 4. The two-part appendix includes an "Instant Ad Department" and a teacher reference section. We recommend you go through the book in order, but each unit will stand by itself. If your immediate need is for billing, then start with Unit 4. If you've never had the staff participate in making a budget to submit to your principal, start with Unit 1.

Using student activities

At various points in each unit, classroom activities are suggested. For example, after students learn how to make a positive sales presentation, a role-playing activity lets them practice on each other. At the end of the unit is a corresponding activity sheet for you to reproduce for the students. The directions are repeated on the top of the activity sheet, in case you've decided not to make a copy of the entire unit for each student.

Examples available in the last part of the appendix

Some activities required two or three pages of information. You may want to photocopy these as well, or turn these pages into overheads, and go through the examples with the class. Full-size copies of many of the activity sheets are in the teacher reference, so you don't have extra words and redundant instructions on your overhead. (If you're making copies of this book for your students, you probably don't want to include this introduction, the appendix forms or the teacher reference.) Other items in the teacher reference section are completed forms that you can use as examples. You have sample wish lists, printer bids, daily journals, ad run sheets, contracts— even advertising and grading policies to look at. If you're using this as an assigned text, you may want to give quizzes, so we've provided a quiz, including vocabulary, true-false and multiple choice questions, that should be quick and easy to grade. The answers are in the teacher reference section of the appendix.

Quizzes available

The "Instant Ad appendix

In the "Instant Ad Department," you can photocopy a form to get printer bids, make a detailed budget, create run sheets, daily journal ledger pages, hot prospect forms. It also includes a generic "Publication" rate card, contract, application for credit, subscription, and billing forms. Use the format to design your own, or just paste your school newspaper name, address, etc. on top of the generic names and photocopy it as is.

We've tried to make this book as practical as possible, with plenty of chances for students to try out ideas in class before you turn them loose on your business community. If you have comments or suggestions, we'd love to hear them. If your newspaper makes a million, remember us in your will!

1

Getting started

When you have completed this unit you should be able to

develop **and** implement goals to improve your newspaper.

identify possible sources of income.

identify all of your expenses for the year.

create a balanced budget that anticipates your income and spending patterns for the year and supports your goals to improve the newspaper.

keep complete records of all your transactions with a Daily Journal and **Ad Run Sheet**.

prepare and present a monthly budget report to your **staff/adviser/principal**.



Overview

It's a myth that the best high school publications have huge budgets and staffs. Publications are **really** successful because there is someone in charge who has a clear vision of the publication's future. This person shares that vision in a way that everyone understands: they can generate excitement, enthusiasm and support by giving people goals and making sure everyone is having a good time. Everyone — adviser, editor and staff members — has to buy into some part of this vision and know where they fit in. That's why everyone in your organization should take part in charting the course your publication will take over the next year or two. Everyone involved with your publication should do the first activity in this book, create a wish list. The worst thing you could do at this point is nothing at all. After all, if you don't know where you are going, you'll probably never get there!

Planning

Making plans to achieve your vision is the first item of business. Planning, or forecasting, involves three steps: Commit your vision to paper; outline your options; and decide on actions that will help you achieve your goal. (When we say planning, we're not talking about a list of things you want to buy — that will come later.)

Create a wish list

Create a wish. list: your fantasies, dreams, goals and objectives for your newspaper. Ask everyone on your staff to participate in this assignment with you. Write down all of your dreams, no matter what they cost, no matter how ridiculous they seem. All of us have dreams. Your first step toward making those dreams come true is to write them down, get them in front of you to see and feel. From everyone's individual wish lists, create an organizational wish list and post it somewhere for everyone to see. (You



can integrate their wish lists into your own list after you have a clear understanding of their wants, needs and desires.) Assume that there are absolutely no limits. You will have all the time you need, you have or can acquire the talent, you will have whatever money it takes, you have or can acquire the ability, you are 100 percent confident that what you want or dream can become reality and you have the full support of everyone who matters. Add to the list as you think of new items. Change it. Keep it somewhere where you will see it often.

What are some examples of the goals a newspaper staff might have? Well, maybe you want spot color on Page 1 every issue or better photos, or you want to do your own production work or get the paper back faster from your printer. (You might accomplish those goals by purchasing equipment such as a camera, computer, scanner, software and waxer.) Perhaps you want to have your newspapers bound at the end of the year, or go to a convention or conference, or buy distribution boxes for your paper. You want fabulous coverage of your school and a staff of 30 to put out a 12 page paper every three weeks. You want to be a top-rated NSPA, CSPA or Quill & Scroll publication. If you can imagine it, you can do it!

Beverly Brains WISH LIST

If I had unlimited time, talent, money, ability, self-confidence and support from my family/staff/advisor/principal, here is a list of what my newspaper would do, have and become:

- * No. 1 paper in nation
- * 30 staffers
- * quality photos
- * spot color on page 1
- * full color
- * compact disc player
- * staff car
- * snack bar
- * electric stapler
- * Fax machine
- * video Greenman
- * more racks
- * paper plate messes
- * sturdy up mirrors
- * quote editor
- * regular speakers
- * A* hookup
- * pop-up book
- * staff retreats
- * Enough money for recycled paper and soy inks
- * Sleekman jackets
- * letters for staff members
- * published on a more regular basis - every two weeks
- * minimum size - 8 pages
- * student involvement - paper is about them
- * unlimited food credits at the cafeteria

Start by completing your own personal wish list. Then get together with your staff and create a staff wish list.

ACTIVITY 1.1 ▶

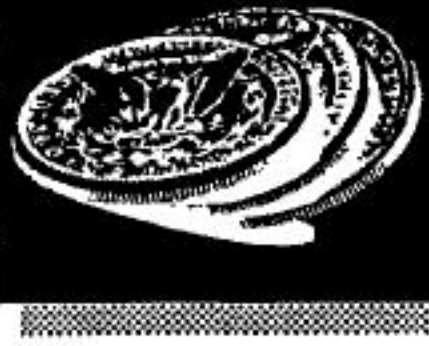
Create your own wish list. Assume that you have unlimited time, talent, money, ability, self-confidence and support from your family/staff/advisor/principal. Make a list of what your newspaper would do, have and become.

Write down all the ways you could achieve your goals

Based on your wish list, write down all of the ways you could achieve each of your goals. Some goals will not involve money: Improved coverage, design, writing and photography can be addressed without spending much money (unless attending workshops and conventions is a part of the plan). Other goals will: Including spot color on Page 1 or buying a new camera is going to cost more money.

Here's how you take a goal and turn it into an action plan. Let's say, for example, your goal is to include spot color on Page 1 this year. You've made a telephone call to your current printer and it's going to cost you an extra \$60 per issue. You are planning to do 11 issues (every three weeks); therefore, spot color is going to cost you \$660 (\$60 x 11=\$660). Here are four actions you might list that would accomplish your goal:

- A. Raise the amount of advertising you need for this year's newspaper.
- B. Reduce the number of issues by one or two (saving \$500-\$1,000).
- C. Find an advertiser who's willing to co-op on the color (you pay half, they pay half, reducing your cost to \$330).
- D. Find a new printer who charges less.



by someone one way or another. If the PTA chips in a portion of your budget, parent membership fees are paying for a part of your paper. If student council tosses in a few more greenbacks, students — through their student body card purchases — are paying for a part of the paper. If the school district and principal pitch in more money, then everyone who pays taxes in your community is helping finance your newspaper or yearbook.

Advertising and subscriptions

Ideally, all the money that is needed to fund your publication would come from advertising and subscription money: each student would pay for a subscription, and advertisers would foot the bill for the rest. Professional newspaper managers have determined (for budgeting purposes) that the ideal ratio of subscription money to advertising money is 2:3. For every \$2 in subscription revenue, there is \$3 of advertising revenue.

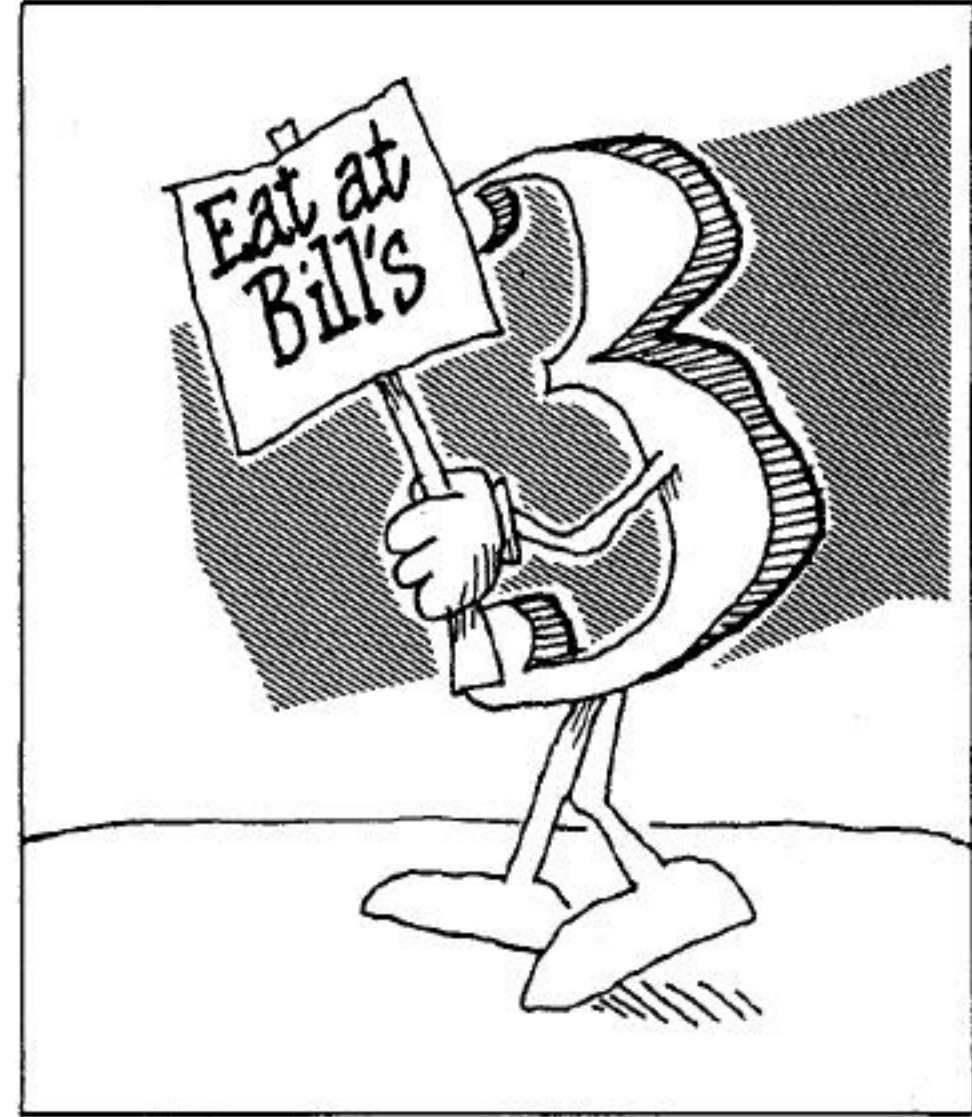
Three common ways of doing this include:

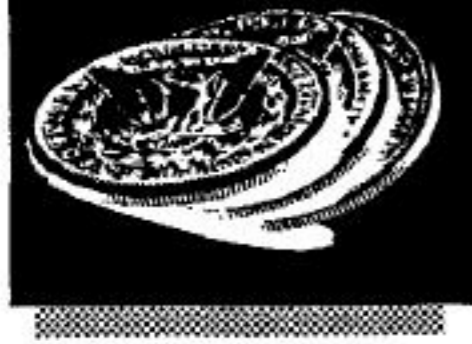
1. a mandatory subscription fee that every student pays;
2. a voluntary subscription fee offered during a promotion at the beginning of the school year;
3. selling each issue of the paper for a quarter.

Some districts, such as Portland Public Schools in Oregon, have adopted the philosophy that public schools should be free; therefore, instead of charging for subscriptions, the school gives the newspaper money in place of a subscription fee. You can still count this as a subscription fee. Some schools provide curriculum money when the newspaper is offered as a class during the school day. (Let's not forget they also provide the money that pays for lights, water, room, heat, equipment and instructor's salary.)

In the real world, we sometimes have to settle for less than the ideal. At Wilson High School in Portland, Ore., for example, the student council decides how much money it will budget for production of the newspaper. When the student council didn't like an editorial Statesman wrote criticizing a student government assembly, it cut the newspaper's budget for the next year. According to Student Press Law Center Report, student government officials have cut newspaper funds frequently on college campuses across the United States. From an ethical perspective, a newspaper should never accept handouts from a government it is charged with covering, except in the case of legal advertising (which historically has been the backbone of many small newspapers).

Across town at Grant High School, the school newspaper does not face the problem of student censorship. Part of the income comes from the school's student store, and school officials make out that budget. It avoids the direct conflict with student





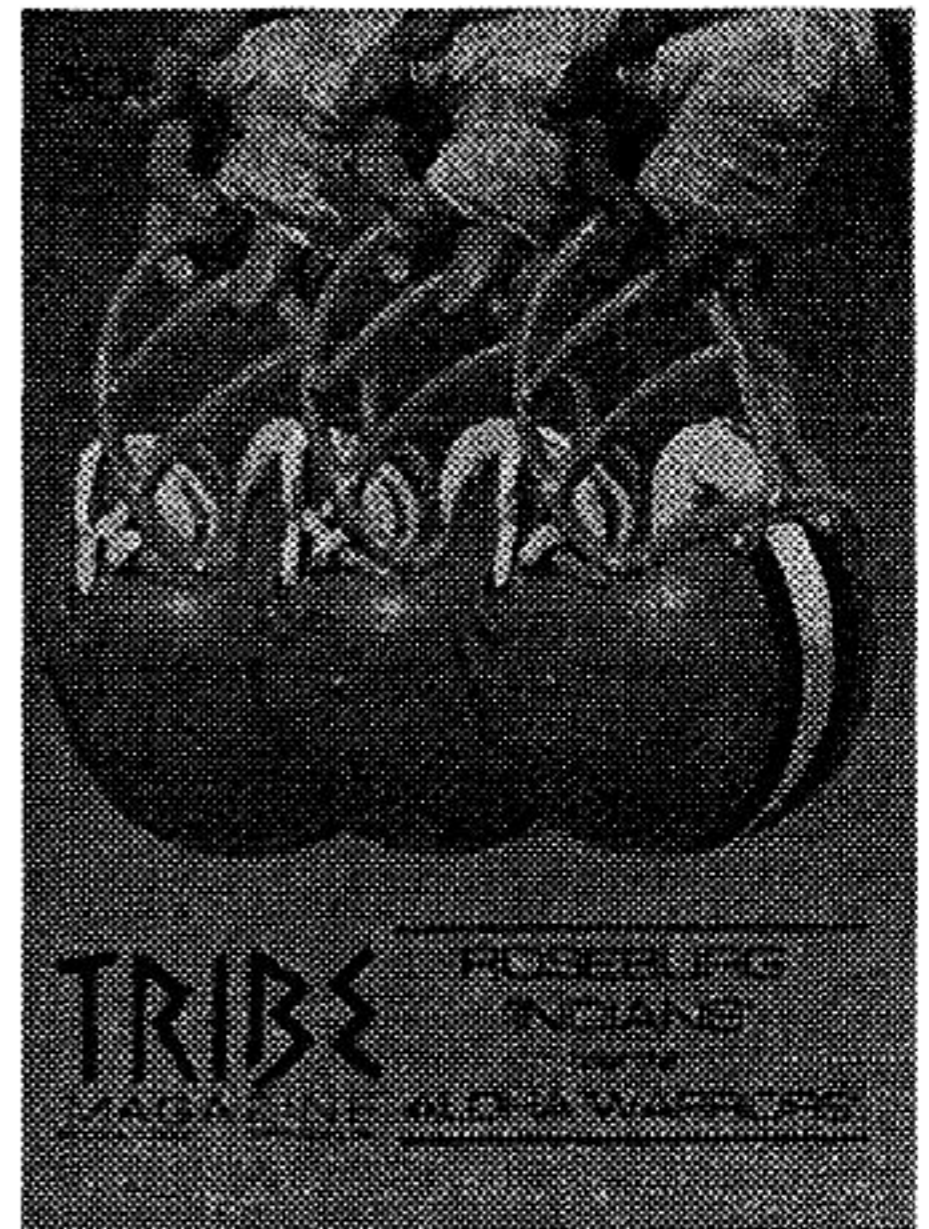
government, but has the potential for conflict with school officials.

Producing a newspaper is time-consuming. That's why "fundraising" should be avoided. Newspapers and yearbooks have a built in way to raise money for their publications while providing a service to readers and businesses at the same time — it's called advertising. Not every publication can rely completely on advertising and subscriptions to pay the way, but there are other options besides traditional fundraisers. You should never have to sell chocolate-and-almondcandy bars (it's not good for the bottom line or the waistline!), stuffed animals, stationery, balloons, spirit ribbons or do car washes to finance the school newspaper. Students should spend as much time as possible working on producing a quality newspaper, and on activities such as advertising and promotions that are an integral part of the curriculum. Car washes are fun, can boost staff morale and give everyone a common goal to work towards, but don't get into the business of doing car washes to keep your publication afloat.

Fundraisers & Promotions

When subscription and advertising revenue are still not enough, schools have successfully tried other projects. Here are six more sure-fire money-making projects:

- Produce tray liners** for fast food restaurants in your town. Print your school's fall sports schedule in the middle of the liner. Sell space around the edge of the liner to local businesses to raise money for your publication. Then do a winter and spring sports schedule. \$500–\$1,000 per season.
- Produce a football program** for each home game. Include a roster of each team on the inside, a few stories and photos, and lots of advertising (football is king there). Charge \$200 for a full page, \$100 for half a page, \$75 for a third page, \$50 for a quarter page and \$25 for an eighth page each issue. Give advertisers a discount for running in all four or five football programs. The number of pages you'll run must be in multiples of four. The program should be at least eight pages, preferably twelve. Some of the pages can be pre-printed with ads that will run every issue. Your local soft drink distributor may be able to supply you with paper that has been pre-printed with cover art and a soft drink ad in the middle where the rosters will go. Otherwise, design the cover in your school colors and pre-print all but the black ink on enough sheets of paper to last the entire season. At Roseburg (Ore.) High School, journalism students sell 800 copies or more at the game for 25 cents. (Of course you could also give them away.) This also works well for basketball if football doesn't happen to be the big thing in your



The Roseburg High School newspaper staff created this football program and earned \$3,000.



town. If another group already does this, either try to talk them out of it or offer to help produce it in return for a share of the income. After all, you have bodies who can sell as well as distribute programs at the games. It's certainly worth a try. \$2,000–\$3,000.

- Produce the play and music programs.** Sell ads for the programs and split the proceeds with the sponsoring organization. \$500–\$1,000.
- Produce a holiday shopping guide** — a special advertising issue of the newspaper — around Thanksgiving time, when people traditionally start shopping for holiday gifts. All the ads should be the same size, about six to a page with some room for copy on each at the top or down the side. Design a standard size ad that includes a photo, benefit headline, copy and store identification so it is quick and easy for your staff to produce. Use students in the pictures, and give a range of products and prices students can afford. Make sure all the merchants know it will be the best deal you will offer all year: \$25430 for a 2x6 ad that would normally cost \$36–\$48. On this promotion, you make money on the volume of advertisers, not the size or frequency of the ad. You should be able to raise cash quickly, and the assembly-line production of the ads will keep it simple. \$2,000–\$3,000.
- Produce a special senior issue** that includes a baby photo and other details. Sell each senior profile space for \$5. Include important graduation information. Make it a special supplement to the newspaper or distribute it separately. \$500–\$1,000.
- Sell Valentines personals** for \$2 each. \$1004200.

ACTIVITY 1.4 ►

Using the Newspaper Budget form as a guide, list all of the sources of income you will receive this year.

Expenses

Next you need to gather some basic information that will help you prepare the expenses portion of the budget. Again, some items are easier to determine than others. Using the Newspaper Budget form as a guide, list all of your anticipated expenses for this year. If you are not sure how much to estimate, base it on last year's actual expenses. For last year's actual expenses, talk to the principal, bookkeeper, business manager or your printer for more information.

Now obviously if we just continued to use last year's plans for this year's publication, we'd never make any of our dreams come true. If your publication is like most others, it has a modest income and limited financial resources. You will certainly be able to generate more advertising income once you've completed this book, but even then you are limited by the number of staff members who sell advertising, time, and available advertising space. You want to get the most bang for your buck. One way to make your money go further is to reduce your expenses. Saving money wherever you can is an important step in freeing up more money for other uses. Be a smart shopper. Can you have it all? Only if



you plan carefully and creatively.

Try reducing your expenses with several of the following strategies.

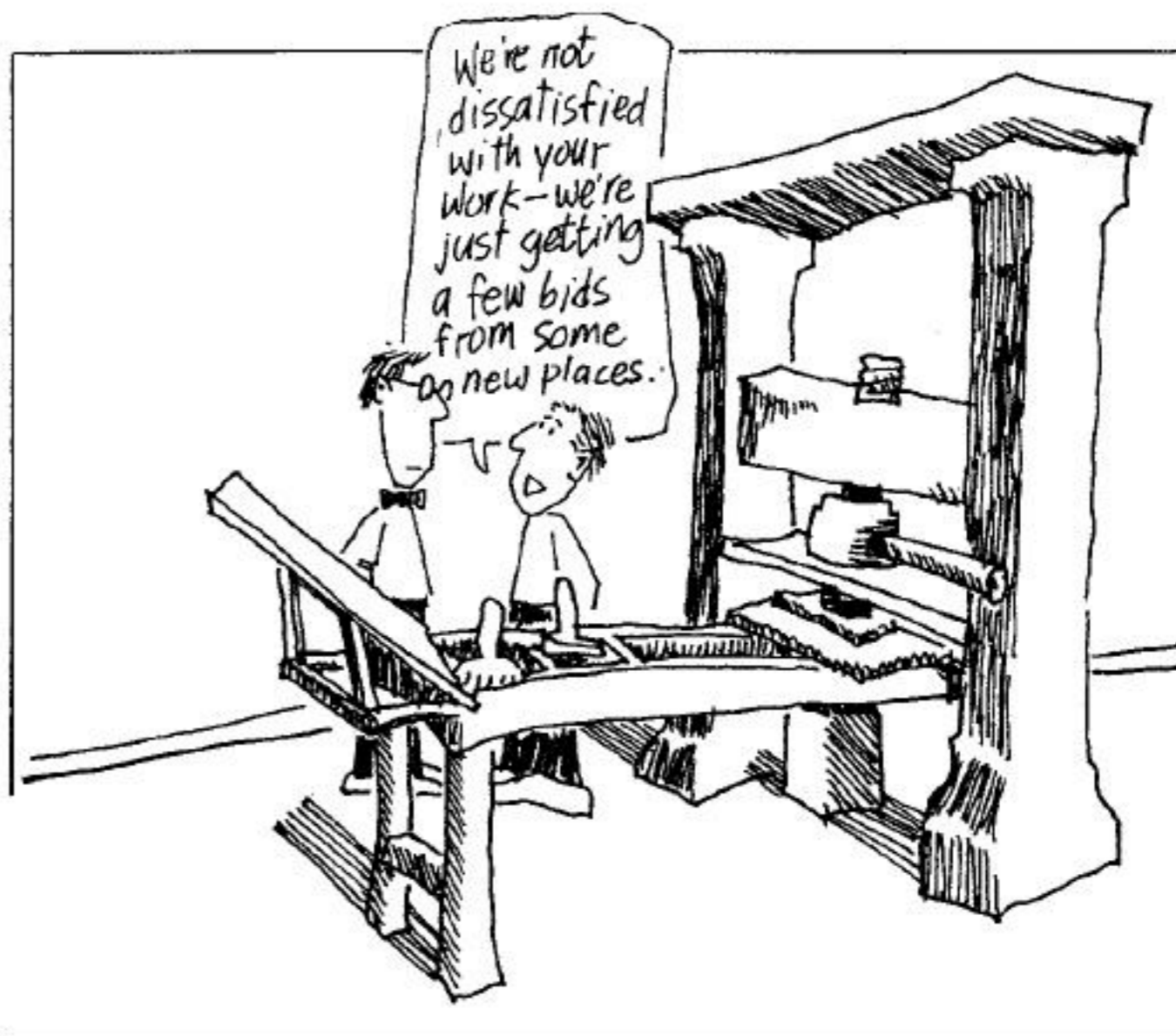
Bids

Get the best price on your biggest expenses: printing and photography. If you have been with the same printer or supplier for a long time, it's time to compare prices. It's easy to do and it's good business. It's called a bid, and you'll

want at least three local printers capable of handling this type of job to give you a quote, or estimate. Be sure each printer knows you are getting three estimates and that you'll go with the printer who offers the best value for your money. You could also formally advertise for bids in a local business journal.

In order to do your first bid, you will need to provide your printer with some basic information: how many issues, how many pages, how many copies, method of printing (usually web offset), the size and quality of the newsprint you plan to use, whether you will use spot color, and expected turn-around time. (Small quick-print shops are not usually set up to handle tabloid or broadsheet newspapers.)

A lot of folks don't live in a town with a web offset press, but don't let that stop you. Usually the daily or weekly newspaper in your area is a good place to start asking about printers. Almost every town is within driving distance of a local newspaper or metropolitan area. The staff of the Orange R at Roseburg H.S. sent the paper to their printer 70 miles away on a Greyhound bus. The printer was willing to pick up the flats. The editor, adviser or a parent picked up the paper, and was reimbursed for mileage, or the paper was sent back on the bus. It was cheaper and faster than having the local daily newspaper print it. In any case, there were at least four web offset presses within an hour's drive by car or bus. You could also try to find someone who commutes to another town and would be willing to pick up and/or deliver. The staff of the small Banks H.S. newspaper (Banks, Ore. — pop. 500) used to send its paper home with a teacher who lived in much larger Newberg 40 miles away. He dropped it off at Newberg's newspaper printing plant. Where there's a will, there's a way.



ACTIVITY 1.5 ▶

Use the Bid worksheet to write down the bids you receive from at least three printers.

Bulk Mail

Another way to save money is to prepare your own mailings. If you have subscribers, and if you would like to exchange papers with other high school newspapers, you could save a substantial



amount of money by preparing bulk rate third class mailings. There is an annual fee of about \$60 that you pay for your permit number each year, but your school or school district probably already owns one and you can use it, too! The Post Office gives you all the materials you will need to prepare the mailing for them. In return, you get a discount. They are very picky about how you have to prepare the bundles and sacks, and they have every right to be. The rules you must follow help move the mail quickly to its destination.

You will need to send at least 200 pieces of mail to qualify. It's amazing but true: it is cheaper to run off an extra 100 copies of your newspaper and mail them at **12.5¢** apiece than to continue mailing 100 at the **29¢** First Class rate. If you mail 200 newspapers at the rate of 12.50 apiece, that totals \$25 plus the cost of running the extra copies. If you mail 100 copies at **29¢** apiece, that totals \$29. If you mail more than 100 first class, you will save even more.

Another advantage: with First Class mail, you pay for each ounce. With Third Class mail, you pay for each piece. If your paper occasionally weighs in over one ounce, **you'll** end up paying even more if you mail First Class. Exchanging with other school newspapers is a great way for your students to see what other students are doing with their newspaper. For the same amount of money, wouldn't you like to reach more people? Don't stop with subscribers and exchanges, though. Send copies of your paper to your potential advertisers so they are familiar with your product before your account representative makes the first call. It's a cheap, effective way to sell more ads.

In-school print shop

If your school has a printing class, you may be able to save money by having the class print forms or other stationery items, prepare halftones or do typesetting and layout. Vocational money to purchase new equipment is readily available to the printing teacher, who may be willing to take on more responsibility for production of the newspaper. The forms in this book, for example, can all be duplicated by a school print shop.

Comparison shopping

Most school districts have a warehouse staff who can provide office and photography supplies at a substantial discount, but still check around for the best price. With most local stores, you are paying for the product and for service. If you know exactly what you need and want, shop around for the best price. Sometimes you just can't beat mail order. To be fair, though, if you are in the habit of calling your computer or photo dealer with lots of questions and they serve you well, the service may be worth the extra money you'll spend.

Freelance work

If you need software or hardware, consider producing a newsletter for a local computer store or company in exchange for software, hardware or cash.



Raise ad rates or make column inch smaller

Sometimes ads start taking up more space than you'd like them to, for one reason or another, yet you know advertisers would balk at paying higher rates. That's when you get smart. Instead of running your ads on a five-column (11 picas) page, run them on a six-column (9 picas) page. (You can still run the editorial section of the newspaper on five column. Just remember to dummy all ads in modular blocks.)

Think hard enough and you, too, can come up with some creative solutions to your problems. Look at problems from new perspectives. That's the ticket.

ACTIVITY 1.6 ▶

Using the Newspaper Budget form as a guide, list the expenses you will incur this year. Be creative and cut expenses wherever possible.

Preparing a budget

None of us has a bottomless well of money to spend on our publication. Whether you start with \$100 and a shoestring or \$20,000 and a silver spoon, you need a budget.

Building the budget

A budget is based on your staff's plans that require spending money. The budget helps you reach those goals you have decided are most important this year (Options & Actions worksheet). It lists in detail where the money will come from (income), and it lists the things you must pay for (expenses) to produce this year's newspaper.

Use the basic information you collected about this year's income and expenses, and the money-saving ideas mentioned above, to cut your expenses. Consider all of your options and be creative. Choose those options that will take you the furthest toward your goals. If you can't get basic budget information, make your best guesstimate and keep close track throughout the year, making changes when necessary. Keep all of your budget records in the same place so they can be found easily. Post copies of the periodic budget reports so everyone on the staff can stay focused on the goal. Report on the progress that is being made. Remember, you've got to plan the work, and work the plan to succeed.

The more budgets you do, the more accurate they will become in forecasting your income and expenses. If this is your first time, you will learn much about your particular situation this first year. If you are a veteran at budgeting, you know how to maintain your priorities. Either way, a budget helps your publication run like a well-oiled machine.

Establish a recordkeeping system

A budget also keeps everyone focused on the goals. It should be reviewed periodically, either once a month or once an issue, and adjusted as necessary. In order to do this, you need a record-keeping system to keep complete and accurate records of all your income and expenses. The best way to do this is keep a Daily Jour-

INCOME	BUDGET	YEAR-TO-DATE	CURRENT	TOTAL
A. Advertising	\$4,000	1,500	400	1,900
B. Subscriptions	1,500			
C. Single Copy Sales	2,000			
D. Student Body Fees	1,500			
E. Individual Subsidies	1,500	1,500		1,500
F. District Subsidies	800			800
G. Printing	300			
H. Postage	125		250	375
I. Other				
J. TOTAL	12,500	7,050	650	7,700

EXPENSES	BUDGET	YEAR-TO-DATE	CURRENT	TOTAL
1. Printing	\$4,500	1,500	500	2,000
2. Postage	1,500	400	30	530
3. Office Supplies	500	300	25	325
4. Paper	300	72	24	96
5. Typing				
6. Computer/Printer Supplies	1,500	800		800
7. Phone Supplies	100	80	12	92
8. Telegraph				
9. Contracts	200	32		32
10. Subscriptions	250	15		15
11. Press Association/Column/Memberhips	200			
12. Newsroom Expenses	200			
13. Fuel	400	68	9	77
14. Special Projects	300	90	30	120
15. TOTAL	12,500	3,645	750	3,895

Income to date	\$7,700	Line 1 (Total)
Expenses to date	3,895	Line 15 (Total)
Cash on hand	3,850	
Accounts receivable	775	Over Ad Bus Starts (unpaid ads)
Assets	\$4,125	

Once you have gathered all of the information you will need, you are ready to complete your Newspaper Budget worksheet.



Keep a record of all transactions in a Daily Journal

nal. It's just like a checkbook register: you write down all the money that is deposited, and you write down all the checks that are written. We have provided you with a Daily Journal form which you can use for this purpose. Write everything down!

Accounts receivable

There is one bit of information that will not be recorded on the Daily Journal form, and that is your accounts receivable. (Receivables is any money that is owed to you by a client with established credit.) That's why it is extremely important to keep track of who pays for their ad on the Ad Run Sheet and to keep it up-to-date. It's the only way you can see at-a-glance who still owes you money for ads already run. As people pay on their accounts, be sure to write it down in the Daily Journal first, then on the Ad Run Sheet form. It is also a good idea to keep a running record of each advertiser's account in a ledger book or computer spreadsheet. The Ad Run Sheet that we are providing you serves as a back-up record for advertising income, and as a check-off list to make sure all ads are assigned to pages, made up and pasted down. It does not serve the same purpose as the Daily Journal. The Ad Run Sheet and the Daily Journal are both used to prepare the Newspaper Budget report. At the end of each period, total the items and put them on the appropriate line either under income or expenses. All of these forms are located in the Appendix.

ACTIVITY 1.7

Put together the March newspaper budget report for the Ozone Layer News, using the Ad Run Sheet, the Daily Journal and the Newspaper Budget forms.

Review your goals and budget regularly

Review your budget plan regularly to make sure it is helping you accomplish your goals. If it's not accurate, adjust the budget accordingly to stay on the road to achieving your goals. All that is usually necessary is a bit of fine-tuning during the year. How often should you review it? Well, if you've never done a budget before, you should evaluate your progress at least once a month or once an issue. If you've done your budget correctly, there will be few surprises along the way.

Remember also that over time, some of your plans will change; therefore, you should adjust your budget accordingly.

As you work the plan this year, one thing you'll notice is that advertising revenue fluctuates during the year. You need to anticipate these seasonal variations in projecting your annual adver-

DATE	DESCRIPTION	DEBIT	CREDIT	BALANCE
3-1	Balance Forward			1,852.26
3-5	Times Publications	1	500.00	1,352.26
3-4	U.S. Postmaster	4	22.05	1,330.21
3-5	La Fabrics	A	48.00	1,282.21
3-5	Gordon's Candy Shop	A	24.00	1,258.21
3-7	The Computer Store	6	125.75	1,132.46
3-8	Oregon Press Women	8	50.00	1,082.46
3-8	Fat Dairy - milk order	12	9.00	1,073.46
3-12	Images Unlimited	A	24.00	1,049.46
3-15	Car wash	G	25.50	1,023.96
3-15	Citizens Photo	Z	24.00	999.96
3-17	Multnomah Village Plaza	15	50.00	949.96
3-18	Society of Newspaper Design	10	60.00	889.96
3-22	Round Table Plaza	A	48.00	841.96
3-24	Marcia's Restaurant	A	24.00	817.96
3-24	Gordon's Candy Shop	A	48.00	769.96
3-25	Milrose Restaurant	A	24.00	745.96
3-28	Film	Z	13.50	732.46
TOTAL				455.30
				816.90

A Daily Journal helps you keep track of all your money.

INVOICE NUMBER	ADVERTISER	SIZE	RATE	COST	AMT. PD.	PAGE	✓
031501-01	Milrose's	2 x 5	3.00	15.00	15.00	2	✓
031501-02	Proctor Photo	2 x 5	3.00	15.00	15.00	2	✓
031501-03	Sub's Cafe	2 x 6	4.00	40.00		2	✓
031501-04	Wendell's Country Shop	2 x 5	3.00	15.00		3	✓
031501-05	Images Unlimited	2 x 5	3.00	15.00	15.00	3	✓
031501-06	Gordon's Candy Shop	2 x 6	4.00	40.00	40.00	3	✓
031501-07	La Fabrics	3 x 4	4.00	48.00	48.00	3	✓
031501-08	Milrose's Health Ctr.	3 x 4	4.00	48.00	48.00	3	✓
031501-09	Best Associates	2 x 5	3.80	20.00		4	✓
031501-10	Usha Shuler-personal	1 x 4	3.00	12.00	12.00	4	✓
031501-11	Round Table	3 x 4	3.00	36.00		4	✓
031501-12	Milrose's Defenders	2 x 6	4.00	40.00	40.00	4	✓
031501-13	Gloria Laffoon	3 x 4	4.00	48.00	48.00	4	✓
031501-14	Harvey's Flowers	2 x 3	3.00	18.00	18.00	4	✓
031501-15	Ed's Printing Subst.	2 x 5	3.00	15.00	15.00	4	✓
031501-16	Milrose	3 x 2	4.00	24.00	24.00	5	✓
031501-17	Portland Com. College	2 x 10	4.00	80.00		5	✓
031501-18	Wetmore College	2 x 3	3.00	18.00	18.00	6	✓
031501-19	Wendell's Pharmacy	2 x 5	3.00	15.00	15.00	6	✓
031501-20	Face Time	2 x 3	3.00	18.00	18.00	6	✓
031501-21	Stanley Kaplan	2 x 5	3.00	15.00	15.00	7	✓
031501-22	Outboard Board	2 x 10	4.00	80.00		7	✓
031501-23	Wendell's Radio & TV	2 x 3	3.00	18.00	18.00	8	✓
031501-24	Oregon Knitting	2 x 6	4.00	40.00	40.00	8	✓
031501-25	Small marriage ad	3 x 4	4.00	48.00	48.00	8	✓
031501-26	Proctor Photo	3 x 6	4.00	96.00	96.00	8	✓
-27	TOTALS			807.00	822.00		
-28							
-29							
-30							
-31							
-32							
-33							
-34							
-35							

The Ad Run Sheet contains your accounts receivable information. Just look for the blanks in the Amt. Pd. column.



tising revenue. This means your ad sales people should try to sell more advertising in November and December, when advertisers are willing to spend more money, and less in January and February, when it is usually harder to sell advertising.

If you have completed the bidding process and done your homework, now you should know about how much you will be spending this year. You may also have some idea about how flexible certain portions of your budget are.

ACTIVITY 1.8 ▶

Now it's time to fill out the Newspaper Budget worksheet and present it to the Editorial Board, the Adviser and the Principal.

Games people play

School districts, principals and others sometimes play games that do not work to your publication's advantage. Before you spend the year raising \$5,000 to buy your first Macintosh and laser printer, know the rules of the game your school plays and try to change them, if necessary.

Use it or lose it

This game is played when the district takes whatever money is left at the end of the school year from your account. Your hard-earned money becomes a part of the district's general fund surplus — a bonus account administrators can use for whatever they want — and you have nothing to say about it. Some principals play a "Robin Hood" variation of this game, taking from the "rich" and redistributing the wealth by way of the principal's discretionary account. There's another way this game is played: Some schools take all the activity account money not spent by the end of the year and give it to the student council to help with its projects.

Find out what your school and district does with its student activity account money at the end of the year. You'll be angry if you save a lot of money but won't get to reap the benefits at the end of the year.

The problem with this type of game is that you are never able to save enough money to buy or update equipment, software or printing services. Some programs could save perhaps \$1,000 per year if they are frugal. This is not enough money to buy a computer or printer, and barely enough for most software. In two or three years you might be able to buy it, but not if someone empties your bank account at the end of every year. Get your principal, bookkeeper and the district, if necessary, to leave your publication's money in your activity account. Or transfer it to an account





that can be "held over" until fall, then transfer it back — Whatever works!

No ads allowed

Strangely enough, some schools do not allow their **publications** to sell advertising. Students are denied a valuable opportunity to learn how to sell and market products, services and ideas, and how to conduct themselves in a professional and business-like manner. Selling is a fundamental skill in our consumer-oriented economy. Not only that, but students learn how to achieve their goals and develop respect and appreciation for our country's **free-enterprise** system. Try to discuss what their objections are, and then address each one. Find out if this is a building policy or a district policy. **If it's a district policy, go to the top.** Ask for time on the school board agenda.

Changing the rules mid-game

Some administrators establish policies and criteria that have little in common with the laws and customs of either the state or its school systems. One principal, for example, told the newspaper staff they could only use the money they earned from advertising to pay for printing, and they could only use their subscription money to pay for printing and postage. The advertising money students collected was suddenly not available to pay for camera and photo supplies, workshops, conventions, reviews of restaurants and movies, or pizza at paste-ups — an integral part of their budget plan for the year. When principals take away a student's power to make decisions that affect the publication, that student is denied the opportunity to set and implement goals, engage in the budget-making and review process, and participate in the management of finances.

The check account

This is an activity account that works just like a checking account at the bank, with a few extra wrinkles. What you earn and what you save stays in your account until you decide how it will be spent. The wrinkles: instead of writing a check, you may have to request a purchase order or issuance of a check. This account is for your advertising money, and there should be no strings attached to how the money is spent. Many districts allow "open" purchase orders for vendors you use all the time. Usually there is a limit to the amount you may charge. The adviser should be the person authorized to request distribution of funds. Of all the games people play, this is the best one for you, short of having your own account and calling all the shots.

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WISH LIST

If I had unlimited time, talent, money, ability, self-confidence and support from my family/staff/adviser/principal, here is a list of what my newspaper would do, have and become:

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____
- 11 _____
- 12 _____
- 13 _____
- 14 _____
- 15 _____
- 16 _____
- 17 _____
- 18 _____
- 19 _____
- 20 _____
- 21 _____
- 22 _____
- 23 _____
- 24 _____
- 25 _____
- 26 _____
- 27 _____
- 28 _____
- 29 _____
- 30 _____
- 31 _____
- 32 _____
- 33 _____

DIRECTIONS: Create your own wish list. Assume that you have unlimited time, talent, money, ability, self-confidence and support from your family/staff/adviser/principal. Make a list of what your newspaper would do, have and become.



Wish list

3

Actions worksheet

DIRECTIONS: Use the right side of the Options & Actions worksheet to list the actions that will take you the farthest toward your goals on the least amount of money.

goal:	OPTIONS & ACTIONS	
	<small>THIS IS THE ACTION I PLAN TO TAKE</small>	

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Income

DIRECTIONS: Using the Newspaper Budget form as a guide, list the sources of income you will receive this year.

1991-92		NEWSPAPER BUDGET		ISSUE #
INCOME	BUDGET	YEAR-TO-DATE	CURRENT	TOTAL
A Advertising.....	_____	_____ + _____	= _____	_____
B. Subscriptions.....	_____	_____ + _____	= _____	_____
C. Single Copy Sales.....	_____	_____ + _____	= _____	_____
D. Student Body Fees	_____	_____ + _____	= _____	_____
E. In-School Subsidy.....	_____	_____ + _____	= _____	_____
F. District Subsidy.....	_____	_____ + _____	= _____	_____
G. Fundraising.....	_____	_____ + _____	= _____	_____
H. Promotions	_____	_____ + _____	= _____	_____
I. Other	_____	_____ + _____	= _____	_____
J. TOTAL.....	_____	_____ + _____	= _____	_____

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Bids

DIRECTIONS: Use the Bid worksheet to write down the quotes you receive from at least three printers.

1991-92 ESTIMATES				
PRINTING	PRINTER 1	PRINTER 2	PRINTER 3	PRINTER 4
<p>Basic price includes all of the following:</p> <p>A. Number of copies: 2,000</p> <p>B. Number of pages: 8 pages</p> <p>C. Page size: Tabloid (17.5 x 23)</p> <p>D. Bindery: Quarterfolded</p> <p>E. Method of printing: Web offset</p> <p>F. Frequency of publication: every three weeks</p> <p>G. Ink: Black</p> <p>H. Type of paper: Electrobryte newsprint</p> <p>I. Submission: Camera-ready flats provided</p> <p>I. Turn-around: 24-hour turnaround or better</p> <p>TOTAL: _____</p> <p>List the following items on a per-issue basis:</p> <p>J. Spot color: Pantone color spec. on 1,4,5,8 _____</p> <p>K. Process color: CMYK on pgs. 1,4,5,8 _____</p> <p>L. Plate burns: extra charge, if any _____</p> <p>M. Screen tints: extra charge per page, if any _____</p> <p>N. Photos: Screening _____</p>				
PHOTOGRAPHY	DO-IT YOURSELF	COMPANY 2	COMPANY 3	COMPANY 4
<p>Quote prices on the following items, including bulk or school discounts:</p> <p>1. Film: Tri-X 400 or equivalent 24 exp. rolls _____</p> <p>2. Film: Tri-X 400 or equivalent 100 ft. rolls _____</p> <p>Cassettes: _____</p> <p>Bulk Loader: _____</p> <p>3. Processing: black and white lab _____</p> <p>4. Screening: 85 lpi _____</p> <p>5. Chemicals:</p> <p>D-76: _____</p> <p>Stop Bath: _____</p> <p>Fixer: _____</p> <p>Dektol: _____</p>				

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Expenses

DIRECTIONS: Using the Newspaper Budget form as a guide, list all of the expenses you will incur this year. Be creative and cut expenses wherever possible.

1991-92		NEWSPAPER BUDGET		ISSUE #
EXPENSES	BUDGET	YEAR-TO-DATE	CURRENT	TOTAL
1. Printing	_____	_____ + _____	_____ = _____	_____
2. Photography	_____	_____ + _____	_____ = _____	_____
3. Office Supplies	_____	_____ + _____	_____ = _____	_____
4. Postage	_____	_____ + _____	_____ = _____	_____
5. Typesetting	_____	_____ + _____	_____ = _____	_____
6. Computer/Printer Supplies	_____	_____ + _____	_____ = _____	_____
7. Paste-up Supplies	_____	_____ + _____	_____ = _____	_____
8. Telephone	_____	_____ + _____	_____ = _____	_____
9. Contests	_____	_____ + _____	_____ = _____	_____
10. Subscriptions	_____	_____ + _____	_____ = _____	_____
11. Press Association Critiques/Memberships	_____	_____ + _____	_____ = _____	_____
12. Newsroom Expenses	_____	_____ + _____	_____ = _____	_____
13. Food	_____	_____ + _____	_____ = _____	_____
14. Special Projects	_____	_____ + _____	_____ = _____	_____
15. TOTAL	_____	_____ + _____	_____ = _____	_____

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Budget report

DIRECTIONS: Put together the March newspaper budget report for the Ozone Layer News, using the Ad Run Sheets, the Daily Journal and the Newspaper Budget forms to determine the income, expenses and accounts receivable and cash on hand.

March	1991-92	NEWSPAPER BUDGET	ISSUE #	8
INCOME				
		BUDGET	YEAR-TO-DATE	CURRENT TOTAL
A. Advertising.....		\$4,000	2,545	+ _____ = _____
B. Subscriptions		1,200	1,200	+ _____ = _____
C. Single Copy Sales		0	0	+ _____ = _____
D. Student Body Fees		2,000	2,000	+ _____ = _____
E. In-School Subsidy.....		1,500	1,500	+ _____ = _____
F. District Subsidy.....		800	800	+ _____ = _____
G. Fundraising.....		300	0	+ _____ = _____
H. Promotions		500	125	+ _____ = _____
I. Other.....		0	0	+ _____ = _____
J. TOTAL.....		10,300	8,170	+ _____ = _____
EXPENSES				
		BUDGET	YEAR-TO-DATE	CURRENT TOTAL
1. Printing.....		\$4,500	2,863	+ _____ = _____
2. Photography		1,500	1,200	+ _____ = _____
3. Office Supplies		500	437	+ _____ = _____
4. Postage.....		300	190	+ _____ = _____
5. Typesetting		0	0	+ _____ = _____
6. Computer/Printer Supplies		1,500	1,200	+ _____ = _____
7. Paste-up Supplies		100	75	+ _____ = _____
8. Telephone.....		0	0	+ _____ = _____
9. Contests		200	160	+ _____ = _____
10. Subscriptions		250	250	+ _____ = _____
11. Press Association Critiques/Memberships.....		200	180	+ _____ = _____
12. Newsroom Expenses.....		500	318	+ _____ = _____
13. Food.....		450	286	+ _____ = _____
14. Special Projects.....		300	200	+ _____ = _____
15. TOTAL.....		10,300	7,369	+ _____ = _____

Income to date: _____ Line J (Total)

Expenses to date: - _____ Line 15 (Total)

Cash on hand: = _____

Accounts receivable: + _____ from Ad Run Sheets (unpaid ads)

Assets: = _____

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Budget report

DIRECTIONS: On this page you will find the income and expense record for March. This gives you the information you will need to fill out the newspaper budget, except for the accounts receivables, which are on the next two pages. Make sure all the totals match.

DAILY JOURNAL PAGE					
DATE	DESCRIPTION	BUDGET #	INCOME (+)	EXPENSE (-)	
1 3-1	Balance Forward				01.00
2 3-4	U.S. Postmaster	4		22.05	700.95
3 3-5	Nature's	A	18.00		806.95
4 3-5	Presto Photo	A	18.00		824.95
5 3-5	Images Unlimited	A	10.00		842.95
6 3-5	Gordon's Candy Shop	A	40.00		882.95
7 3-5	La Paloma	A	48.00		930.95
8 3-5	Women's Health Center	A	48.00		978.95
9 3-6	Linda Shalor-personal	A	10.00		906.95
10 3-6	Melanie Ford-personal	A	40.00		1,028.95
11 3-6	Glorea LaYonne	A	40.00		1,076.95
12 3-7	Harvey's Flowers	A	10.00		1,094.95
13 3-7	Ed's Driving School	A	10.00		1,112.95
14 3-7	Mykonos	A	24.00		1,136.95
15 3-7	Whitman College	A	10.00		1,154.95
16 3-7	Hillsdale Pharmacy	A	18.00		1,172.95
17 3-7	Taco Time	A	18.00		1,190.95
18 3-7	The Computer Store	6		12575	1,065.20
19 3-8	Stanley Kaplan	A	10.00		1,083.20
20 3-8	Hillsdale Radio & TV	A	10.00		1,101.20
21 3-8	Oregon Rowing	A	40.00		1,141.20
22 3-8	Oregon Press Women	9		50.00	1,111.20
23 3-11	Pat Bartley-movie review	12		9.00	1,102.20
24 3-12	Rowell marriage ad	A	40.00		1,150.20
25 3-12	Beauty Salon	A	96.00		1,246.20
26 3-16	Car wash	G	215.50		1,461.20
27 3-10	Citizens Photo	2		24.44	1,437.06
28 3-19	Multnomah Village Pizza	13		32.00	1,405.06
29 3-20	Society of Newspaper Design	D		60.00	1,545.06
31 3-21	Times Publications	1		500.00	045.06
31 3-27	Film	2		13.50	031.56
30					
31					
32					
33					
34					
35					
TOTAL THE PAGE:			989.30	786.90	

7

Budget report

DIRECTIONS: You can easily find the accounts receivable information in the Amount Paid column. Just **look** for an empty **box**. That means they still owe the newspaper money. The amount owed is to the left under the column Cost. Add the accounts receivable on this and the next page and put the total at the bottom of the budget form.

Ad Run Sheet		Issue #					
Issue Date: <u>03 / 15 / 91</u>		<u>8</u>					
INVOICE NUMBER	ADVERTISER	SIZE	RATE	COST	AMT. PD.	PAGE	✓
031391 -01	Nature's	2 x 3	3.00	18.00	18.00	2	✓
031391 -02	Presto Photo	2 x 3	3.00	18.00	18.00	2	✓
031391 -03	Sally's Cards	2 x 5	4.00	40.00		2	✓
031391 -04	Hillsdale Pastry Shop	2 x 3	3.00	18.00		3	✓
031391 -05	Images Unlimited	2 x 3	3.00	18.00	18.00	3	✓
031391 -06	Gordon's Candy Shop	2 x 5	4.00	40.00	40.00	3	✓
031391 -07	La Paloma	3 x 4	4.00	48.00	48.00	3	✓
031391 -08	Women's Health Ctr.	3 x 4	4.00	48.00	48.00	3	✓
031391 -09	Bart Associates	2 x 3	3.50	21.00		4	✓
031391 -10	Linda Shalor-personal	1 x 4	3.00	10.00	10.00	4	✓
031391 -11	Round Table	3 x 4	3.00	36.00		4	✓
031391 -12	Melanie DeFord-pers.	2 x 5	4.00	40.00	40.00	C4	✓
031391 -13	Glorea LaVonne	3 x 4	4.00	48.00	48.00	C4	✓
031391 -14	Harvey's Flowers	2 x 3	3.00	18.00	18.00	B4	✓
031391 -15	Ed's Driving School	2 x 3	3.00	18.00	18.00	B4	✓
031391 -16	Mykonos	3 x 2	4.00	24.00	24.00	5	✓
031391 -17	Portland Com. College	2 x 10	4.00	80.00		5	✓
031391 -18	Whitman College	2 x 3	3.00	18.00	18.00	6	✓
031391 -19	Hillsdale Pharmacy	2 x 3	3.00	18.00	18.00	6	✓
031391 -20	Taco Time	2 x 3	3.00	18.00	18.00	6	✓
031391 -21	Stanley Kaplan	2 x 3	3.00	18.00	18.00	7	✓
031391 -22	Outward Bound	2 x 10	4.00	80.00		7	✓
031391 -23	Hillsdale Radio & TV	2 x 3	3.00	18.00	18.00	8	✓
031391 -24	Oregon Rowing	2 x 5	4.00	40.00	40.00	8	✓
031391 -25	Rowell marriage ad	3 x 4	4.00	48.00	48.00	D4	✓
031391 -26	Beauty Salon	3 x 8	4.00	96.00	96.00	D4	✓
-27	TOTALS			897.00	622.00		
-28							
-29							
-30							
-31							
-32							
-33							
-34							
-35							

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Budget report

DIRECTIONS: There are still a few ads from last month that haven't been **paid** yet They are the ones with the empty boxes in the Amount Paid Column. Add these to the current ones for your total accounts receivable, and put the total at the bottom of the Newspaper Budget form on the appropriate line.

Ad Run Sheet		Issue #					
Issue Date: <u>02 / 22 / 91</u>		<u>7</u>					
INVOICE NUMBER	ADVERTISER	SIZE	RATE	COST	AMT. PD.	PAGE	✓
022291 -01	Nature's	2x3	3.00	18.00	18.00	2	✓
022291 -02	Presto Photo	2x3	3.00	18.00	18.00	2	✓
022291 -03	Sally's Cards	2x5	3.00	30.00		2	✓
022291 -04	Hilledale Pastry Shop	2x3	3.00	18.00		3	✓
022291 -05	Images Unlimited	2x3	3.00	18.00	18.00	3	✓
022291 -06	Gordon's Candy Shop	2x5	4.00	40.00	40.00	3	✓
022291 -07	La Paloma	3x4	4.00	48.00	48.00	3	✓
022291 -08	Bart Associates	2x3	3.50	21.00	21.00	4	✓
022291 -09	Round Table	3x4	3.00	36.00	36.00	4	✓
022291 -10	Harvey's Flowers	2x3	3.00	18.00	18.00	B4	✓
022291 -11	Ed's Driving School	2x3	3.00	18.00	18.00	B4	✓
022291 -12	Mykonos	3x2	4.00	24.00	24.00	5	✓
022291 -13	Portland Com. College	2x10	4.00	80.00		5	✓
022291 -14	Whitman College	2x3	3.00	18.00	18.00	6	✓
022291 -15	Hilledale Pharmacy	2x3	3.00	18.00	18.00	6	✓
022291 -16	Taco Time	2x3	3.00	18.00	18.00	6	✓
022291 -17	Stanley Kaplan	2x3	3.00	18.00	18.00	7	✓
022291 -18	Hilledale Radio & TV	2x3	3.00	18.00	18.00	8	✓
022291 -19	Beauty Salon	3x8	4.00	96.00	96.00	D4	✓
-20	TOTALS			573.00	445.00		
-21							
-22							
-23							
-24							
-25							
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-35							

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8

Newspaper budget

DIRECTIONS: Now it's time to fill out the Newspaper budget worksheet and present it to the Editorial Board, the Adviser and the Principal for approval.

1991-92 NEWSPAPER BUDGET		NAME _____			
INCOME		BUDGET	YEAR-TO-DATE	CURRENT	TOTAL
A. Advertising.....	_____	_____	+	_____	=
B. Subscriptions	_____	_____	+	_____	=
C. Single Copy Sales	_____	_____	+	_____	=
D. Student Body Fees	_____	_____	+	_____	=
E. In-School Subsidy	_____	_____	+	_____	=
F. District Subsidy	_____	_____	+	_____	=
G. Fundraising	_____	_____	+	_____	=
H. Promotions	_____	_____	+	_____	=
I. Other	_____	_____	+	_____	=
J. TOTAL.....	_____	_____	+	_____	=
EXPENSES		BUDGET	YEAR-TO-DATE	CURRENT	TOTAL
1. Printing	_____	_____	+	_____	=
2. Photography	_____	_____	+	_____	=
3. Office Supplies	_____	_____	+	_____	=
4. Postage	_____	_____	+	_____	=
5. Typesetting	_____	_____	+	_____	=
6. Computer/Printer Supplies	_____	_____	+	_____	=
7. Paste-up Supplies	_____	_____	+	_____	=
8. Telephone	_____	_____	+	_____	=
9. Contests	_____	_____	+	_____	=
10. Subscriptions	_____	_____	+	_____	=
11. Press Association Critiques/Memberships.....	_____	_____	+	_____	=
12. Newsroom Expenses	_____	_____	+	_____	=
13. Food	_____	_____	+	_____	=
14. Special Projects.....	_____	_____	+	_____	=
15. TOTAL.....	_____	_____	+	_____	=

Income to date: _____ Line J (Total)

Expenses to date: - _____ Line 15 (Total)

Cash on hand: = _____

Accounts receivable: + _____ from Ad Run Sheets (unpaid ads)

Assets: = _____

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9

Unit 1 Quiz

I. Vocabulary: Match the definitions with the correct vocabulary word from the following list:

- | | | | |
|------------------------|-----------------|--------------|------------------------|
| A. daily journal | D. ad run sheet | G. wish list | J. subsidy |
| B. subscription fee | E. bid | H. vendors | K. accounts receivable |
| C. open purchase order | F. bulk rate | I. co-op | L. turn-around time |

- _____ 1. **An** estimate by the printer on how much he'll charge to run off the paper is called a _____
- _____ 2. When you mail 200 or more papers per issue, you can get a reduced postage rate, called _____
- _____ 3. When someone or something helps pay part of your publication costs, they are giving you a _____
- _____ 4. If you ask the advertiser to split the cost of something, you are asking her to _____ the cost.
- _____ 5. You keep track of all your expenditures and income in a form like a checkbook, called a _____
- _____ 6. If you want to know how long it will take to get the paper back from the printer, you ask the _____
- _____ 7. The companies that provide your supplies and publish your paper are called your _____
- _____ 8. A _____ is what you charge people to receive a copy of your paper.
- _____ 9. Any money owed to you by a client with established credit is called _____
- _____ 10. When your vendor is pre-authorized to let you run up a bill, to a certain credit limit, it's called _____

II. True or false?

1. _____ If you don't live in a town with a web offset press, you can't have your paper professionally printed.
2. _____ The biggest expenses for most newspapers are printing and photo supplies.
3. _____ If you have less than 200 people on your mailing list, you shouldn't bother with third class rates.
4. _____ Individual wish lists can include anything, no matter how fanciful.
5. _____ When making a budget, your figures for fund-raising are estimates.
6. _____ It's OK to sell candybars as a way to make money for the newspaper.
7. _____ Selling personal ads for Valentine's, Christmas or the Senior Edition rarely make much money,
8. _____ A budget helps keep everyone focused on the goals you set.
9. _____ You keep track of which advertisers haven't paid yet on your daily journal.
10. _____ **Ad** revenue fluctuates, depending on the season.

III. Fill in the blank:

1. You can produce a special advertising issue of the newspaper around holiday time, called a _____
2. Planning involves three steps: _____ and _____
3. When you list all your dreams, goals and objectives for the paper, it's a _____
4. Three ways of collecting a subscription fee are: _____ and _____
5. Ad sales are often best during the months of _____ and _____

2

The 5 steps of selling

When you have completed this unit you should be able to

- define ad staff roles.
- create a market survey for your newspaper.
- successfully fill out an advertising contract.
- create a media packet.
- identify ad prospects and assign territories.
- identify characteristics of successful sales presentations.
- make a sales presentation.
- sell an ad for your newspaper



Overview

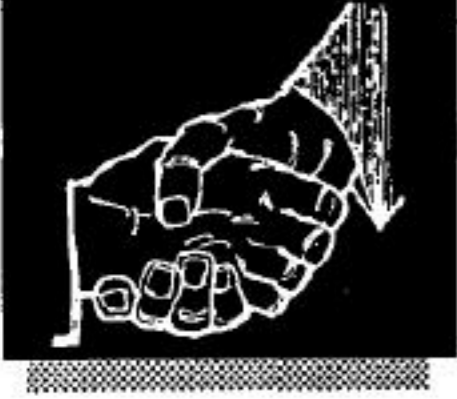
How well-prepared is your staff when they are given the assignment to "Go out and sell a few ads"? When most people are sent out cold, without any preparation, they can do little more than ask for a donation to the high school newspaper or yearbook. Take Mark Mustard, first year journalism student, for example. He walks up to the counter at Music Melodies and, somewhat apologetically, asks the first person he sees: "Do ya wanna buy an ad in our high school newspaper? No? Okay. See ya later!"

Unfortunately, this sounds all too familiar. What's worse, nobody gains anything from Mark's experience: he doesn't get the ad, the advertiser doesn't reach potential customers and the newspaper's readers don't find out about the store.

Most publication staff members have difficulty selling ads. (It's not surprising considering the approach most students use to sell ads.) But it doesn't have to be that way. Most advertisers know few of the benefits of advertising in the high school newspaper because nobody has told them. With a little organization, background information, solid preparation and a practiced presentation (all of which is covered in this unit), you and our hero Mark will be selling up a storm in no time. Remember, salesmanship begins when the customer says "No."

This unit is all about selling and it's designed to give you the necessary confidence, knowledge and selling strategies to be a motivated and successful salesperson. You'll also be learning valuable, marketable career skills.

Without the necessary organization, preparation and presentation, your ad salespeople will continue to be like Mark, who cruised through Music Melodies, came home and reported the No. 1 teen record store in the city wasn't interested in buying an ad.



Step 1: Organize the sales staff

If you're going to sell advertising, you're going to need a sales staff of some kind, led by a business manager. A sales staff can be as small as two *gung-ho* enthusiasts who spend every day on the phone and walking the neighborhood in search of new businesses. Or it can be as large as your entire newspaper staff, if you make calling on a certain number of ad prospects each issue a requirement for class. Read through the two different approaches presented here, think about the students you have, and decide which sales staff you want.

How Is It Supposed To Work?

No matter whether you choose to have a separate business staff or an integrated staff, one person needs to be in charge of assigning ads and keeping track of what is sold. It is just as important to have a *business manager* as it is to have an editor-in-chief, but the number of students who work for that business manager depends on how many students you have in class and what their strengths are.

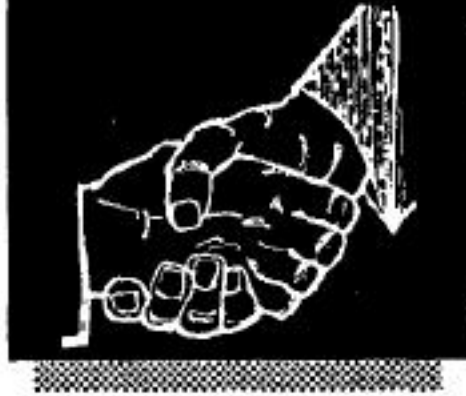
The backbone of the sales staff is the salesperson, or *account representative*. An account representative's job is to help bring buyer (readers) and seller (advertiser) together. In the world of advertising, people on the sales staff are usually called account representatives because they convince an *advertiser* to become their *client* and work with that advertiser's *account* from beginning to end. The account representative provides a service to the advertiser. Your staff members are probably the most well-informed people an advertiser can rely on when deciding how to sell a product, service or idea to teenagers in your community. When the account representative is effective, the merchant buys ad space and the message is seen by readers who respond by buying the advertised product, service or idea. When this happens, everyone benefits: the merchant gets customers, the readers buy what they want at the price they want to pay, and the newspaper sells advertising space. The more successful each advertisement is, the greater likelihood the newspaper will receive orders for ad space in the future.

Option I: Everyone Sells Ads

Obviously, if you have a small newspaper staff of 8 to 10 students, you need everyone's help in every area. With small staffs, advertising often is left to chance, because it's such a rush just to get enough words written! If three students did nothing but advertising, you'd have an entire paper to write, edit and design with just five left. It really might be more sensible—and prevent burnout—if your business manager gave everyone a list of prospects to call.

Advantages of having everyone sell advertising

Even in schools with large staffs of 25-35 students, some advisers prefer to have everyone try to sell ads. It's a good idea because:



*Students have a chance to investigate a lucrative career area — sales.

- It spreads the burden of contacting businesses so each person makes only a few calls.

*Students learn poise, organization and speaking skills by having to talk to adults in the business community.

- It usually generates more advertising income than if only a few students ever try to sell.

- If advertising sales is tied to a grade, students are apt to take **the requirement seriously** and learn to do it, even if they aren't fond of sales.

Option II: A Separate Sales Staff

If you have enough students in class and the time to train them, a separate sales staff is a model much more geared to real-life newspaper and magazine organization. With less than 15 students, a separate staff is such a drain on other aspects of the paper that you may want to recruit kids from business classes or go back to the first model, but it does have some decided advantages:

Advantages of separate sales staff:

*Students who choose sales are more motivated and apt to do a good job than those who can't sell Girl Scout Cookies to their grandmothers but are being forced to try it anyway. When people don't like to sell things and are forced to do so, you get slipshod sales people. Sometimes they don't even know the ad rates, or fail to call again, or forget to get a proof over to the advertiser before the deadline

- Not everyone is a great writer and often students who struggle getting their ideas on paper still have strong verbal skills. Advertising lets them take advantage of their strengths and makes them an asset to the staff.

- Reporters and editors really need a year of beginning journalism, but ad salespeople can be trained in a fairly short time, meaning you can recruit from places like business, art and speech classes, getting more students involved in your school's paper.

- A sales staff that doesn't have writing responsibilities can do a much better job of follow-up calls. An advertising sales representative for the Oregonian, the largest daily paper in Oregon, estimated it takes six calls on a new advertiser before a sale is made. When a student is assigned specific ad clients to follow up on, and handles those clients from the sale through design approval to billing, customer satisfaction is likely to be much greater than when six different kids are involved.

Reality Is A Compromise Between The Two Options

In reality, most high schools have a cross between the two systems. The business manager and maybe an assistant or two do nothing but advertising. They do two-thirds of the ad prospect contacts. Students who like advertising do a third of the calls, but

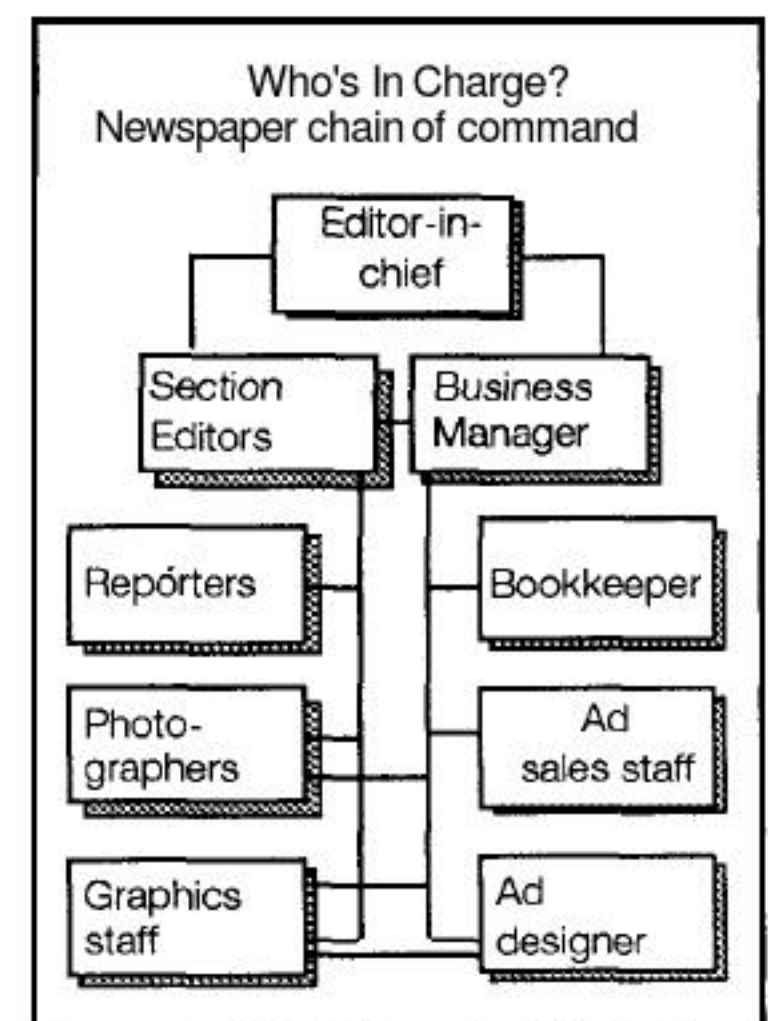


Fig. 1: The *editor-in-chief* oversees both news and ad departments. On the news side, the *editor-in-chief* works with section editors to assign stories and develop editorials. Section editors design and lay out pages, working with reporters, photographers and graphics staff. On the advertising side, the *editor-in-chief* hears finance reports from the business manager, who works with section editors to assign ads to pages. The bookkeeper, ad designers and ad sales staff all report directly to the business manager. Graphics and ad design staff maybe combined. The business manager may also work with photographers, if a photo is needed.



work as reporters, photographers and editors as well.

Ad Staff Job Descriptions: Business Manager

The most important person on a sales staff is the business manager. Requirements for a business manager include strong organizational skills, accurate recordkeeping, good attendance, reliability, good speaking ability, persistence, and maturity to get along with adults in the business community who will often expect professional quality for high school prices, without realizing a school's journalism lab is a learning and training experience for students. It can be such a big job that some schools have one or two assistant business managers.

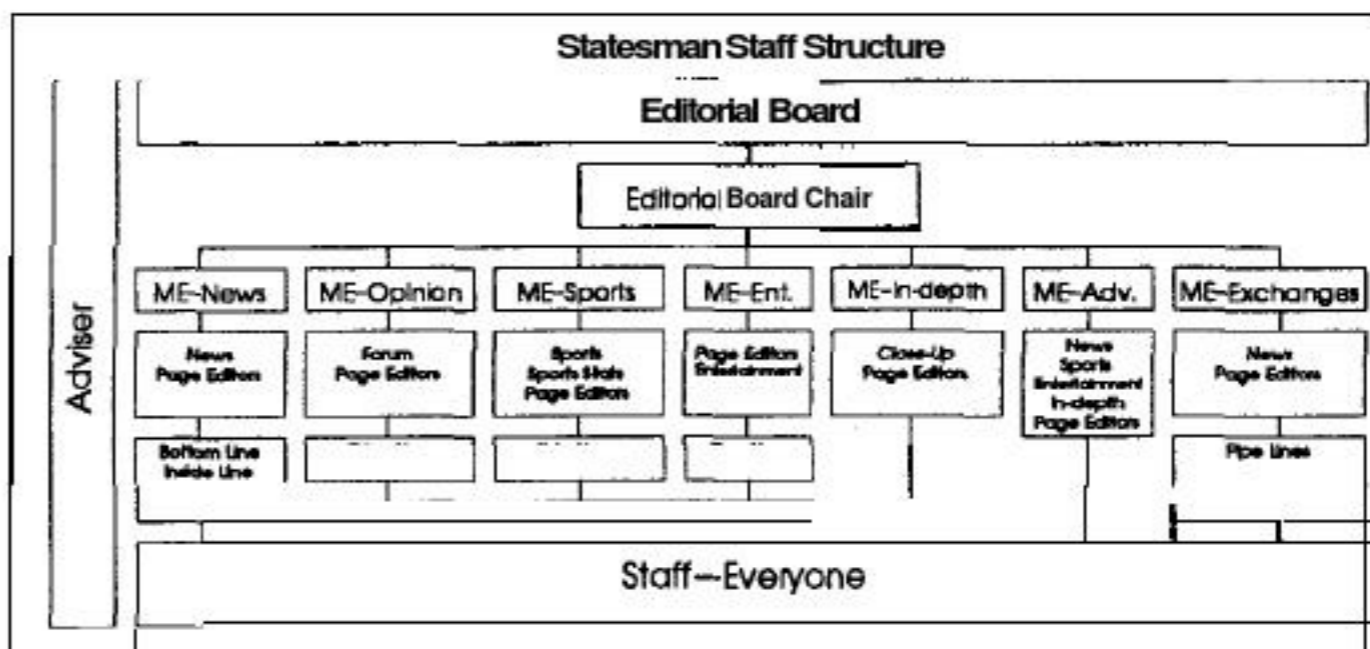


Fig. 2: In this example, the Editorial Board and its chair, aka "The Editor" oversee all departments. The Managing Editors (ME) make up the Editorial Board. The editor, with the guidance and support of the board, coordinates the efforts of all departments. Each ME is in charge of a section of the newspaper and is responsible for its content and design, working with the staff (reporters, photographers, designers and artists). The Editorial Board hears finance reports from the ME-Advertising (business manager).

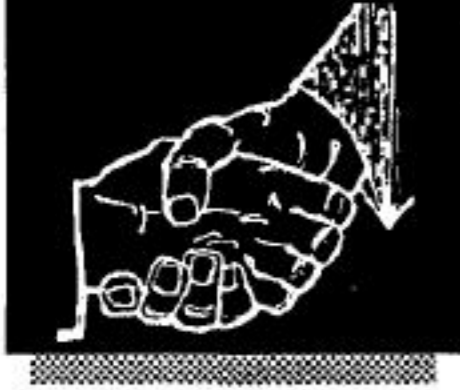
Business manager duties

Business manager duties can include:

- Identifying potential sources of advertising.
- Entering possible advertisers into a database.
- Setting up advertising beats for students to call each issue.
- Keeping track of ads sold each issue.
- Making sure all ads have contracts.
- Designating someone to either design the ad or pick up a camera-ready ad from the business.
- Announcing deadlines for ad sales each issue.
- Closing ad sales for a particular issue after the quota is met.
- Assigning ads to dummy pages.
- Staying late on deadline days to make sure each ad is on the proper page and no one's ad is omitted.
- Supervising billing after each issue.
- Working with the school bookkeeper to pay newspaper's bills in a timely fashion, justifying class books with the school activities fund ledger.
- Overseeing operational budget by giving monthly financial statements to the editor-in-chief and adviser, and helping plan budget for following year.
- Sending letters with ad rates to potential advertisers who request information.

Bookkeeper

The student bookkeeper must be conscientious enough to write in every penny exactly and keep up with the books faithfully, making entries on deposits and withdrawals on an almost daily basis. Every advertiser's account must be billed and credited carefully. An advertiser gets angry when you've forgotten to record that \$63 payment and keep re-billing him!



Bookkeeper duties

A bookkeeper's duties can include:

- Daily checking mail, entering money received and bills to be paid in a database or ledger, depositing funds with school bookkeeper.
- Doing billing the day each issue comes out, sending a tear sheet with each bill.
- Re-billing late accounts, calling delinquent accounts, alerting business manager of significant delinquent accounts.

Ad Designer

Ad designers should have a good sense of graphic design, have taken art classes, or at least have read the third unit in this manual very carefully! If the school newspaper is computerized, the ad designer should be working with a computerized drawing program like **SuperPaint**, Canvas, Aldus Freehand or Adobe Illustrator and appropriate clip art. If the paper is not computerized, the ad designer should be able to count type accurately enough to design an ad for the printer.

Ad designer duties

Ad designer's duties include:

- Designing ad prototypes for sales prospects.
- Designing actual ads for the paper, working with account representatives to get a proof to the advertiser for approval in a timely manner.
- Making corrections as required from the proof.
- Printing a final copy of the ad for the business manager.

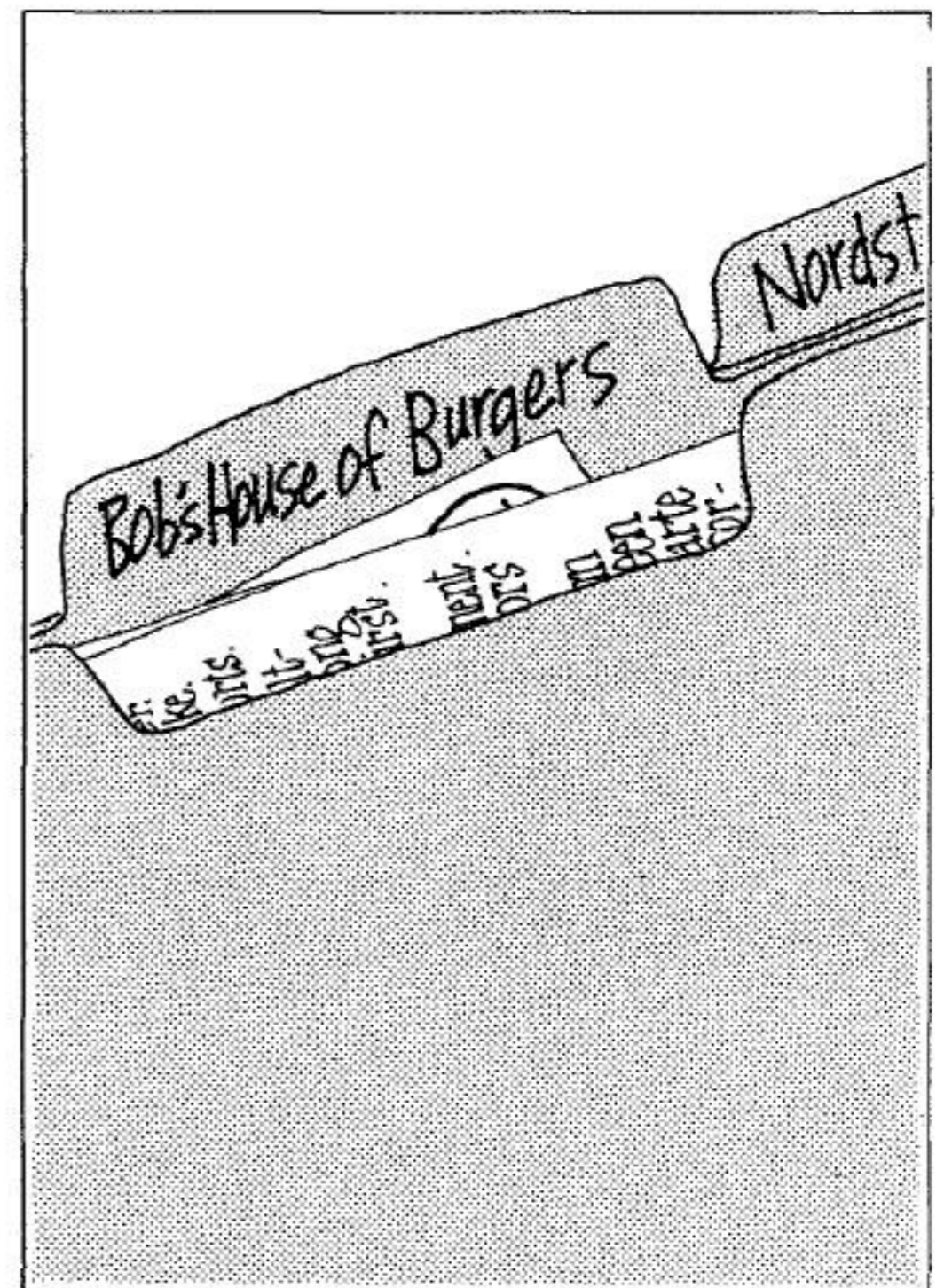
Account Representatives

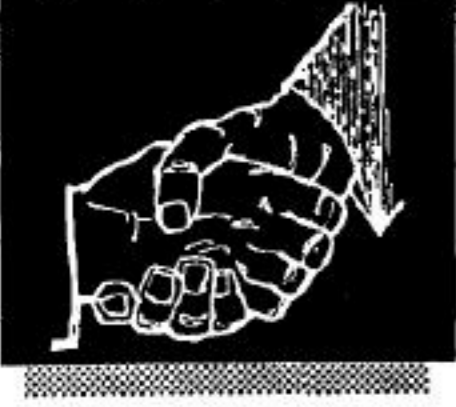
Account reps should have an outgoing, friendly, personality and able to speak to adults. They should be organized enough to keep lists of contacts made, and follow up on contacts. They have to know enough about the newspaper to effectively sell it to advertisers, as well as understand ad rates and sizes, terms like "open," "periodical" and "contract," as well as how to fill out an ad contract. Most importantly, they have to have the drive and perseverance necessary in sales.

Account rep duties

Account representative duties can include:

- Being assigned, or signing up for, specific advertisers to call each issue.
- Making a presentation to a prospective advertiser.
- Seeing that a contract is filled out properly and that the advertiser gets a copy.
- Starting a file with the advertiser's





name on it, that contains: all contracts, all rough drafts and sketches, all proofs with okays, old paste-ups and negatives, original artwork and logos, copies of all statements and invoices, anything else relevant to the account.

- Working with the ad designer to create an ad, then okaying that ad with the customer before publication.
- Pasting up the ad on the correct page.
- Making sure the ad is listed on the business manager's ad run sheet for that issue and that the ad is assigned to a page.
- Pasting up the ad on the correct page.
- If there is no bookkeeper: sending a tear sheet after the issue is out, collecting and depositing the money due.

ACTIVITY 2.1 ▶

Cut out the job titles and job responsibilities from Activity 2.1. On separate sheets of paper, put each position your staff will have at the top. Then paste the job responsibilities on each sheet of paper as appropriate. Some chores may end up being assigned to more than one person. Write down any additional responsibilities which are unique to your staff positions. When you're done, you will have tailor-made job descriptions for your staff.

For further reading

Spears, Harold. *High School Journalism*. New York: MacMillan, 1964.

Moyes, Norman B. *Journalism*. Lexington, Mass: Ginn and Company, 1986.



Step 2: Be Well-informed

In order to be well-prepared for your sales call, you must be well-informed. The well-known advertising agency of Batten, Barton, Durstine & Osborn (BBD&O) uses a four-point approach to prepare their advertisements, which is also good advice for the advertising salesperson. Study and apply these four principals.

Know your product—the newspaper

- 1. Know your product.** Once you've decided who will be in charge of what, it's time to take a good look at the paper you produce. You have to know *your* product — the newspaper itself — so you can effectively sell it to advertisers. You should anticipate as many of the questions prospective advertisers might have as possible. Nothing slows a sales presentation faster than a question you should have the answer to, but don't. Particularly embarrassing is the situation where an advertiser asks a question which stops further progress until you get the answer. Such a question might be, "What printing process does your paper use?" The merchant must know this in order to furnish mats for letterpress or slick proofs for offset. The following are things you should know about your newspaper and its readers *before* going out to make a sales call.

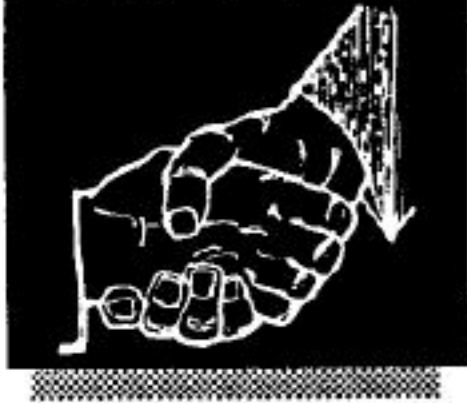
Grant High School 2245 NE 364 Ave. Portland, OR 97212 1-503-290-5173	
the Grantonian	
<p>Facts about the paper</p> <p>Circulation: 2,500</p> <p>Frequency: every 2 weeks, September–June</p> <p>Distribution: to the school student body of 1,550 and staff of 100, to 100 parent and alumni subscribers. Complimentary copies to the district administration, the school board, all other high schools in the 15-county area, all area clubs, libraries and middle schools.</p> <p>Printing: 5 column tabloid size, done on web offset press</p> <p>Column width: 11 pins, one pin space between columns</p> <p>Photos: screen 85 d.p.i. We cannot accept photos that have already been printed. We need originals.</p> <p>Standard border rule: 2 point</p> <p>We accept: P.M.T., slide and camera-ready ads to size. We can design and typeset an ad for you in our desktop publishing lab, at no extra charge. See the contract and rate sheet for details.</p>	<p>Facts about our readers:</p> <p>A majority of our students live in the Astoria, Irvington, Beaverton, Forest Hills and Laurelhurst areas. The Grant High students are the roughly 1000 Grant students in the 15-county area, from 1500 youth in the Beaverton area. They also live in the Hollywood District, a well established Center for the Arts, Pioneer Place, Clackamas Town Center and Washington Square. Light of has reached even those students who don't live in the town Center in downtown Portland.</p> <p>Grant is a two-year high school with approximately 1,200 students, one of the largest schools in the city. Established in 1964, the school and surrounding park cover a 60-block area. The school is noted for its business for Science and Art, a strong performing arts program and an award-winning school newspaper, as well as being a Public Access. Almost half the students study a second language and Grant offers more foreign languages—French, German, Japanese, Latin and Spanish—than almost any high school in the area.</p> <p>Like many across the nation, Grant students have had to buy more. Students range in age from 14 to 18, and even the 17 and 18 year olds have part-time jobs. National teen spending in 1988 was \$65 billion, an amount that is projected to rise to \$75 billion by 1990. And teen impact on the economy, including influence on parent spending, the teen food budget and savings, is an astounding \$148.7 billion.</p> <p>Students buy bulkheads, pajamas, books, music and parts, clothes, new pair shoes and plays, computer games, flowers, books, games, gifts, jewelry, musical instruments and sheet music, personal audio records and tape players, sporting goods, dress systems, tape decks and tapes.</p> <p>Students also buy specialized devices, cameras, dance clubs, gym shoes, hair salons, health clubs, movies, tennis, photo studios, roller skates, restaurants, sports centers, swimming pools, typing, video rentals.</p> <p>Most grant students have had occasional haircuts, college and university counseling, government registration, public health, public service announcements, political ads, local programs.</p> <p>The school's policy does not allow advertising on news to be: sexually explicit, designed to mislead, defame or defraud, containing violence, violence or unrealistic effects of a personal, social or religious nature, offering goods and services illegal for sale in the state, or of use, abuse, or misuse, creating a risk of danger of disruption to school.</p>

Know basic facts about your paper

Facts about your newspaper.

- Circulation** — How many are printed?
- Frequency** — How often is it printed?
- Distribution** — How is it distributed? Racks throughout school? Homerooms? Locations?
- Subscription** — Do students have to pay for it? Do you accept mail orders?
- Printing** — Is your paper printed offset? Letterpress? Mimeograph? Photocopy? By whom?
- Dimensions** — Full page ad size? Column widths (for ad sizes)?
- Artwork** — Must advertiser furnish artwork? Is artist available? Clip art?
- Photographs** — Must advertiser furnish photographs? Is a photographer available? Is there an extra charge for this service?
- Copy/type** — Can newspaper set ad copy into type? Must advertiser furnish camera-ready ads? Any discounts or extended deadlines for camera-ready ads (ready to paste down)?
- Services** — Cash-with-copy or will you bill? Does advertiser receive a copy of the paper? A tearsheet? A statement?

Fig. 3: A fact sheet about your newspaper will prevent the embarrassment of not knowing the answers to questions about your publication.



ACTIVITY 2.2 ►

How do you find all of this information? It just takes a little sleuthing. Interview the adviser, the bookkeeper, the printer and the editor. You should be able to find out this information from these people. You will need it to write down this information so you have it when you begin to put together your media packet.

Know basic facts about your readers' reading and leisure habits

Facts about your readers/non-readers. Find out everything you can about your newspaper before you make your sales calls:

- Readership* — How many students read the paper? How many readers per copy are there? Is the paper mailed or distributed to students at other schools? What is your total circulation?
- Reading habits* — Do your primary readers read the whole paper? Only parts?
- Residence* — Where do your readers live? How far from the school?
- Use of time* — How do students spend their time? Leisure? Work?
- Non-readers* — Who does not read your newspaper? Why not?
- Faculty* — Do faculty and staff get the paper? Do they read it?
- Enrollment* — What is the total school population? Breakdown by sex?
- Non-students* — Does the paper go to businesses? Libraries? Other non-students? Who are they?

ACTIVITY 2.3 ►

Conduct a simple readership survey to determine your readers' preferences and reading habits. The adviser, circulation manager or editor might know if the paper is mailed or distributed to non-students or students at other schools. Someone in the main office will know your school's enrollment.

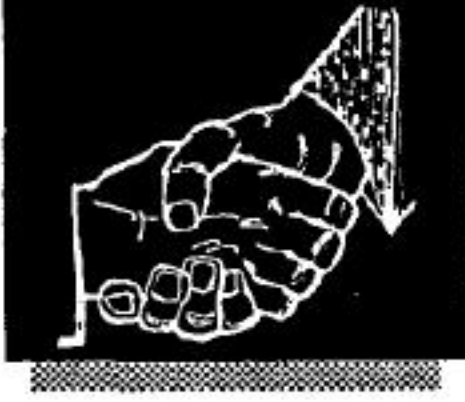
Know basic facts about teen earning and spending habits

Facts about earnings/shopping habits.

- *Income* — How much money does the average teen make at your school? What is the estimated earning power? How much goes into savings?
- *Money spent* — How much money do your readers spend on what products? What entertainment?
- *Residence* — Where do your readers live? How far from the school? From shopping centers?
- *What they own* — How many have cars? Stereos? Bicycles? Radios? Walkmans? Compact disks? Computers?
- *Other media* — What radio stations do they listen to? TV stations? Magazines? Newspapers?

Finding the answers to questions in this section is probably a little more difficult. But you can only find out what your readers spend their money on by doing a spending survey. Or find out where they shop and what

Surveys help you sell advertising



they own by doing a market survey. Professional ad agencies hire people to do such surveys all the time. At the high school level, the three distinct types of surveys — readership, spending and market — can be combined into a single form that staff members create, distribute and tabulate.

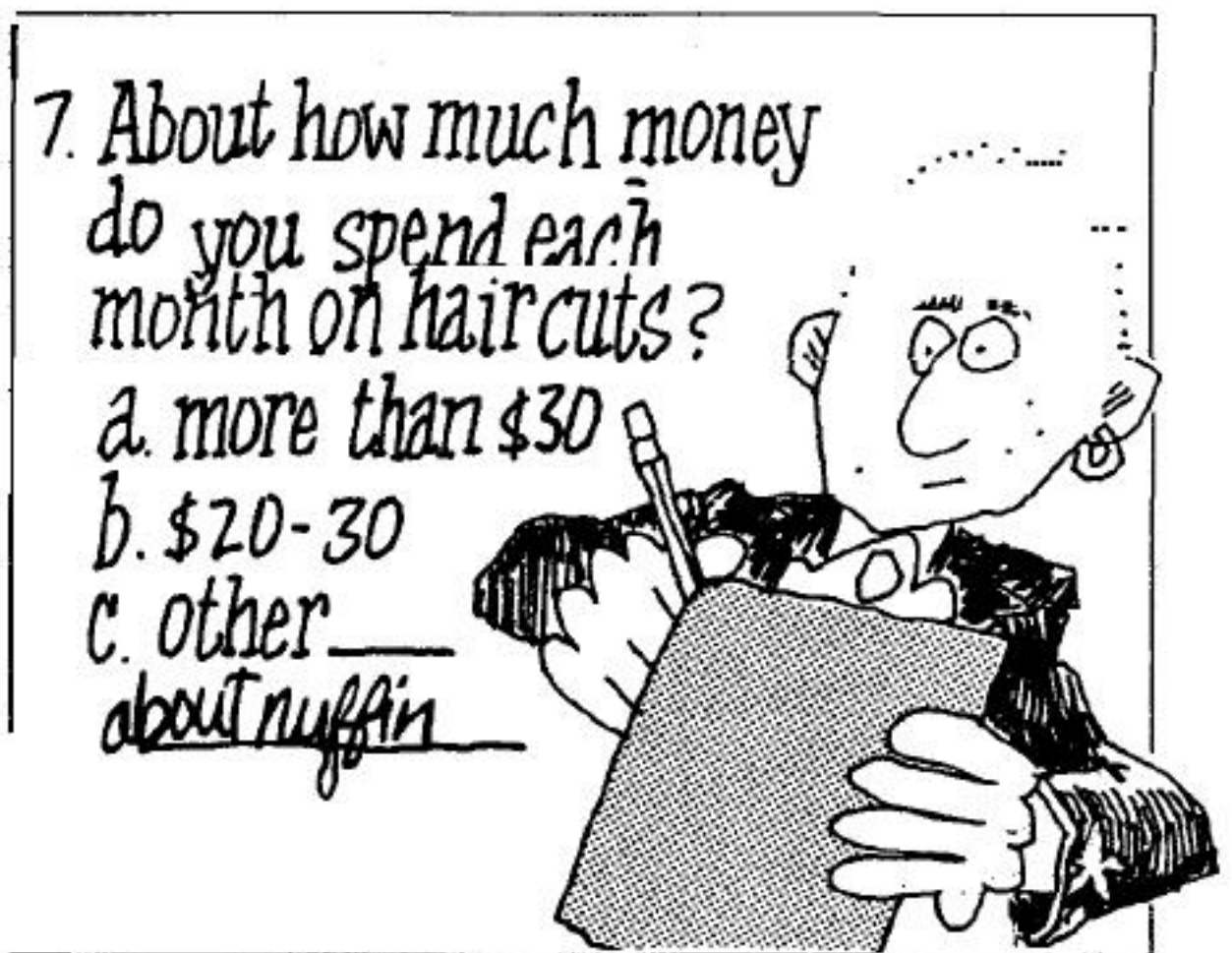
The surveys are not the easiest thing in the world to do, but they really help sell advertising.

If you can show the owner of Chez Cheri Hair Design that 35 percent of your student body of 1,500 spends money regularly on haircuts, you're a more convincing sales person than if you don't have a clue about what high school kids spend their money on. Yes, this information is available in magazines, but those magazine surveys won't be specific and local, like your own survey will.

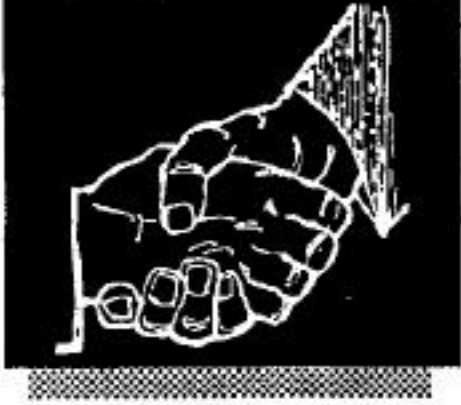
So how do you do a market survey? Look at the questions you need to answer and design a one-page questionnaire for your readers. (A sample market survey is included in the appendix.) You can distribute the survey when you distribute the paper — if you hand papers out in classrooms — and have teachers return the surveys to you. You can set up a table and distribute surveys in the hall, if you use school distribution points. You can hand them out during homeroom, if your school allows that.

You need to make sure you hit all grade levels and a variety of classes, so your survey will be representative of the school population. Usually a survey, like a poll, to be accurate should be distributed to at least 10 percent of your school, or 100 people, whichever is greater. The distribution should be random to be scientifically accurate. Either choose every 10th name from a roster of your students, or choose random numbers out of a hat (or a random numbers book available at some libraries).

The most critical step is analyzing the data when you get the survey back. If you know 435 people said they buy albums and tapes two to three times a month, what percentage of your total survey respondents does



Survey content,
distribution and
analysis



that 435 represent? You don't want to tell an ad prospect 435 people buy albums, you want to say that 55 percent of your students surveyed buy those CDs and tapes, so Music Melodies should definitely consider advertising in your paper, to effectively reach that potential market.

Your market survey results, like your newspaper facts, need to go into your media packet.

ACTIVITY 2.4 ►

Have your class complete the market survey worksheet. Tabulate the class survey on the blackboard. Then turn the raw data into percentages.

Know basic facts about your prospects and their businesses¹ products/services

2. **Know Your Prospects.** The following are some of the more common factors relating to retail outlets. Each of these factors are reasons why customers shop at a store or don't. Factors that determine a store's image are all potential problems for your prime prospects. Study your retailers and try to find their problems. Then suggest ads in your newspaper to help solve these problems.

There are many good things that come about because of the advertising your clients run in your newspaper. Here are just a few of them.

Facts About Advertising:

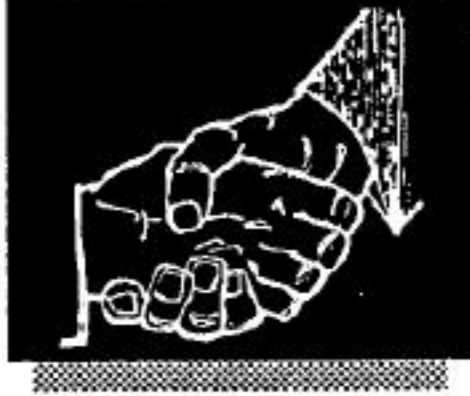
Most of us hear about the negatives of advertising all the time: dubious or fraudulent claims, ads that take advantage of the elderly or children. But advertising doesn't have to be unethical. You need to know the good points, and believe in the concept yourself, before you can talk someone else into advertising with you. To be successful at selling ads, your staff must realize it is providing a service to the advertiser, and your staff members are probably the most well-informed people an advertiser can rely on when deciding how to sell a product, service or idea to teenagers in your community. So what's good about advertising? It's:

- Persuasive* — Advertising can help persuade people to take action.
- Informative* — Advertising helps inform people that goods and services exist.
- Entertaining* — Advertising can be entertaining in its presentation.
- Educational* — Advertising can help educate people about things of interest and importance to them.
- Above all, advertising helps move merchandise, of extreme importance to most retailers. The research proves that advertising in newspapers is very effective.*

Factors that influence where customers shop

The following are some of the important factors influencing where customers will choose to shop:

Travel time, parking cost, parking ease, store hours



- ☛ Stock depth, stock breadth, variety
- ☛ time needed to find merchandise wanted
- ☛ Layout, size, lighting, smell, colors, music, carpeting
- ☛ Brands carried, return policy, warranties honored
- ☛ How customers perceive the image of a store determines where, why and when they will shop there. See the next section for specifics.



Important factors in building a store's image

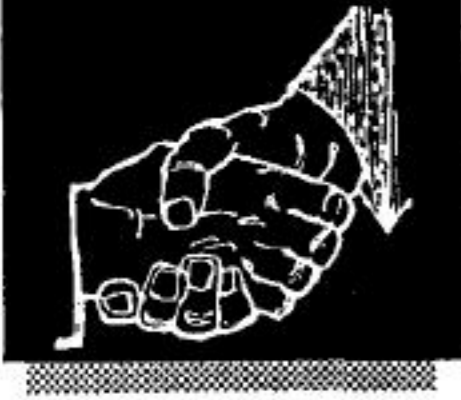
The following are some of the important factors involved in building a store's image:

- ☛ Price lines/ranges
- ☛ Merchandise quality
- ☛ Brands carried
- ☛ Employees' attitudes
- ☛ Employees' appearance
- ☛ Store layout and location
- ☛ Store fixtures and displays
- ☛ Store windows
- ☛ Customer services
- ☛ Advertisements (layouts)
- ☛ Advertised prices
- ☛ Clientele

Reasons retailers advertise

Advertising can accomplish many things for retail advertisers. Become familiar with these and other retail advertising objectives and you can incorporate them into your ads. Retailers advertise to:

- ☛ create character for the store
- ☛ bring in new customers
- ☛ retain old customers
- ☛ reduce sales expenses by increasing stock turnover
- ☛ make the sales job in the store easier
- ☛ cut down (level off) seasonal peaks
- ☛ build store traffic for nonadvertised items
- ☛ let people know where they can buy nationally-advertised brands
- ☛ announce new products and services offered
- ☛ reduce stock to make room for new merchandise



Know the basic facts about your prospect's problems

3. **Know your prospects' problems.** Retailers are your prime prospects, and they have their share of problems. If you can help retailers solve their problems, they are going to become regular and loyal advertisers in your newspaper. It is important that you know as much as you can about the retailers in your community, and particularly those who are the prime prospects for advertising in your newspaper. Help merchants solve *their* problems:

- does the merchant need to clear out some items to make room for others?
- is the merchant not getting enough business from your readers?
- does the merchant need a faster turnover of merchandise?

Know how to be original

4. **Know how to break the boredom barrier.** Solve the merchant's problems with fresh, unusual but still effective ads. Don't accept straight-fact ads with no *sell* or *punch*. Try new ideas and new approaches. Would a coupon work? How about a reverse? A photo with well-known students? A dozen small ads spread throughout the paper with memorable one-liners? A single full column ad? Be original.

Selling your way to the top

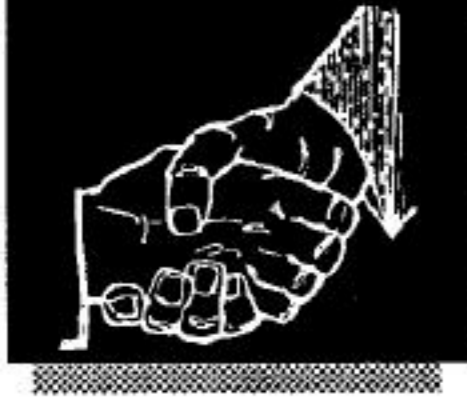
5. **Know what it takes to sell your way to the top.** Selling is the key to the advertising business. After all the research is done, the strategy and tactics planned, the copy written, the art and layouts drawn and other important activities completed, someone still has to buy and someone has to sell. In our consumer-oriented economy, nothing happens until somebody sells something.

What Does It Take To Be Successful?

What it takes to be a successful sales representative

There are three criteria that determine how successful a salesperson will be:

- The degree to which a sales person *wants* to be successful — the salesperson's basic drive and desire.** The top producers, and the most rewarded, always seem to have the kind of desire that helps shape and maintain a competent selling attitude.
- The amount of *selling effort* he or she expends.** All of us know there are few substitutes for just plain hard work and efficient use of time. We all know it, but we don't always do it. Try it and you'll prove to yourself it works.
- The *time* the salesman spends as a student of the profession.** You can *practice* your sales presentations, of course. How much depends upon you. You also can analyze your successes and failures to learn from them in future situations. Remember, You get out of it what you put into it.



Five ways that waste your time

Make the Most of Your Time

Everyone has exactly the same amount of time with which to work. What you do with your time determines how much you accomplish and how well you accomplish it. The successful advertising salesperson organizes his or her time to make best use of it. Here are some common time-wasters and what you can do about them:

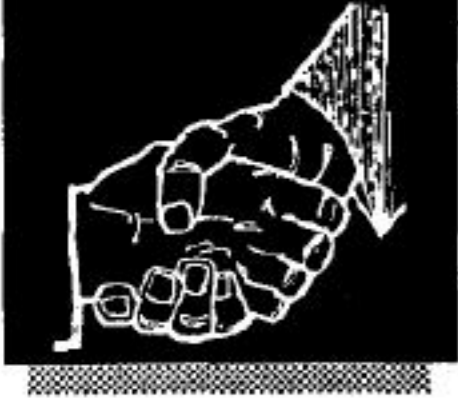
- Poor Territory Routing.** When salespeople criss-cross throughout a community they all waste time. It's better to assign each person a defined geographical area so they don't spend so much time getting from one account to another.
- Wasting Time Waiting.** Some retailers are busier than others and make you wait longer. For those, make appointments (and keep them). If you have to wait, use the time to: 1) go over your sales presentation; 2) sketch additional ideas for him or another account; 3) browse in the store for ad ideas, etc.
- Non-Productive Habits.** It is too easy to call on accounts which are friendly or fun, and avoid others. Then you usually will stay there too long and shoot the bull, wasting both your time and that of the retailer. Avoid these.
- Poorly planned presentations.** The biggest waste of time of all is to make a sales presentation or call when you are unprepared. It is better to postpone it until you are well-prepared with all the necessary information and materials.
- Haphazard Telephoning.** Correctly-used telephone procedures (covered later) can save time, but poor ones can waste it. For now, remember it is easy to say "no" over the telephone, so it is not a good substitute for the face-to-face sales call anyway. Be brief, polite and business-like.

Four ways you can increase your sales:

Increasing Your Sales Success Rate

Here are some suggestions for making better use of your time and increasing your rate of success on sales calls. Always keep in mind you are interested in making sales, not just sales calls.

- Give good service to current advertisers.** They have continued to advertise because your newspaper has given them the results they want, or because you have given them good service and attention. Don't neglect these accounts.
- Allow time for prospecting.** Try to devote some time each week to developing new business. Your ad prospects fall into one of three basic categories:



1. Those who are willing to give you an order.
2. Those who do not want to give you an order.
3. Those who are just not interested.

Your sales goal is to reinforce the prospects in the first category and to increase their sales orders, either in frequency or size. You also want to move those prospects in the other two categories (**non-advertisers**) into the first group, making them willing and regular advertisers. A non-advertiser is anyone who:

- Doesn't know anything about your newspaper;
- Thinks they don't need your paper;
- Doesn't understand what your paper can do for their business;
- Doesn't expect results from your paper;
- Hasn't had results from your paper;
- Has never heard of you;
- Thinks your rates are too high;
- Simply prefers to advertise in some other advertising medium, or
- Prefers not to advertise at all.

- Be persistent.** Keep the pressure on the retailer (gently and tactfully) to show your continued interest. It is likely you will finally break through.

REMEMBER: 80 percent of all sales are made after the *fifth* call on the same prospect.

Consider this:

- 48 percent of all salespeople make one call on a new prospect **and** then cross the prospect off their list;
- 25 percent quit after the second call;
- 12 percent call three times, then **quit**; and
- 10 percent keep calling.

That's why, on a national average, 10 percent of the sales people make 80 percent of the sales.

- Plan! Plan! Plan!**
Plan your week's calls. Plan your day's sales presentations. Write everything down. Look ahead. Follow deadlines. *Get organized!*

Strategies To Control the Sales Presentation

Here are some suggestions for controlling the sales presentation and leading into a successful closing at your choosing:

- Involve the prospect in the interview.** When the merchant is actively involved, you can answer objec-

How to control the sales presentation and be natural about it



tions and lead the merchant into agreeing with your strengths.

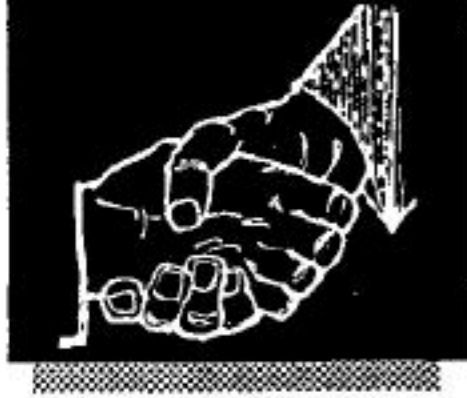
- Accentuate the positive; eliminate the negative.** You should emphasize your strong points, but be prepared to defend and reduce your weaknesses.
- Be persistent.** Remember the statistics given earlier on the number of calls it usually takes to make a sale? One of the most successful techniques of newspaper advertising selling is to keep calling back with new ideas and new information. Sooner or later your prospect's resistance will be broken and you finally will get through to the merchant. Don't quit. Keep going back. It will pay off.
- Be enthusiastic throughout.** From the beginning to the end, be enthusiastic. Even if you get turned down, keep your enthusiasm. Assure your prospect that you have complete confidence in your paper, and will keep trying to convince her to have the same confidence. Keep smiling.

For further reading

Mass, Jane and Kenneth Roman. *How to Advertise: A Professional guide for the advertiser. What works. What doesn't. And why.* New York: St. Martin's Press. 1976

Schick, C. Dennis. "How To Get More Ads For Your High School Newspaper." Pamphlet. Austin, Texas: Interscholastic League Press Conference, University of Texas

Warner, Daniel S.; Willis L. Winter, Jr. and John S. Wright *Advertising*, Third Edition. New York: McGraw-Hill Book Company. 1971.



Step 3: The Media Packet

To be an effective advertising salesperson requires organization, preparation and an effective sales presentation. The best way to make sure every merchant gets all the facts is to create a sales presentation folder for each of your staff members. Pros call that presentation folder a *media packet*. Whatever you choose to call it, your media packet should be put into a neat folder and include the following seven items, designed and printed, not scribbled on pieces of scratch paper and backs of envelopes:

Rate card

- **A rate card.** Rate cards typically contain the following information:

Publication dates

Explain your ad measuring system

Advertising rates

Sample rates

Special promotions, discounts

- **Publication dates.**
- **Basic unit of measurement.** Publications sell their space in standard-size units. Most newspaper advertising is designed in a size that is a multiple of a column inch (1 column wide by 1" deep). Many tabloids use five columns as the basis for selling advertising by the column inch, although some publications are now moving to six columns. Most magazines and yearbooks, as well as some newspapers, sell ads as a fraction of a page: *full page, 1/2 page, 1/4 page, 1/8 page.*
- **Advertising rates.** This section should include your rate structure. Generally newspapers give discounts for those advertisers who either buy more column inches, or who run ads more frequently. A typical high school newspaper rate structure would include an *open rate* for single issue advertisers; a *periodical rate* for those who advertise every other issue or buy a certain amount of column inches, and a *contract rate* for those who wish to advertise in a majority of the issues or buy a large amount of column inches (usually equivalent to a page or more)
- **Sample rates.** These help the advertiser visualize the different ad sizes and the comparative cost of each size at each of the different rates. Advertisers tend to purchase the sample size ads more often than any other sizes, so be sure to include a complete range of ad sizes. Even though newspapers sell advertising by the column inch, it is helpful to work out sample sizes that are comparable to the full page, 1/2 page, 1/4 page and 1/16 page sizes.
- **Special promotions and discounts.** Discounts are generally given for advertisers who agree to run ads a fixed

STATESMAN
1151 S.W. Vermont St.
Portland, OR 97216
503-283-5288, ext. 444

PUBLICATION DATES
The newspaper is published every other week on Friday. The dates of publication for the school year are:
Issue 1- September 27
Issue 2- October 18
Publication Dates
Issue 3- October 20
Advertising Dates
Issue 4- November 8
Issue 5- November 22
Holiday Advertising Dates
Issue 6- December 9
Issue 7- December 23
Issue 8- January 17
Issue 9- January 31
Open Advertising Dates
Issue 10- February 14
Issue 11- February 28
Issue 12- March 18
Periodical Advertising Dates
Issue 13- April 5
Issue 14- April 17
Issue 15- May 1
Issue 16- May 12
Contract Advertising Dates
Issue 17- May 26

ADVERTISING RATES
Minimum advertisement size: six column inches
OPEN RATE: \$6.00 per column inch (single issue)
PERIODICAL RATE: \$6.00 per column inch (minimum 3 issues)
CONTRACT RATE: \$4.00 per column inch (minimum 12 issues)

SAMPLE PAGE RATES
All rates are only by the number of columns wide by the number of inches deep. A two column by three inch ad (2 x 3) would have six column inches and would cost \$64 at the open rate. Other sample ad sizes and their cost:

	OPEN	PERIODICAL	CONTRACT
2 x 3 (minimum page)	304	200	204
2 x 4 (right page)	72	60	48
4 x 4 (quarter page)	144	120	96
6 x 6 (half page)	308	240	192
6 x 14 (full page)	476	480	384

TERMS
The deadline for placing advertisements is noon on Wednesday of the week prior to publication. Cancellation of advertising will not be accepted after Friday. We accept cancellations only as long as they are made in writing. Advertisements should be submitted no later than the Friday before publication. Payment is required upon the signing of this contract, or upon approval of the proof.
Credit may be extended to those clients who qualify for payment or payment terms. It is necessary to first complete a credit application which must be approved by the business manager or advisor. Credit accounts are payable at the end of each month. Payments should reach our office no later than the 15th day of the following month. If payment is not received by the 15th, the publication reserves the right to revoke all credit privileges. No further ads will be published until the account is current. We reserve the right to refuse credit to anyone.
We will try to honor page requests, but cannot guarantee placement on the requested page. We provide brochures to proof of publication. We possess agency billing and government purchase orders. The client understands the advertisement may not run if the conditions of the contract are not met.

SERVICES
Eye color and full color may be available to the advertiser for a fee, but may not be available on every page. Photographs, artwork, typesetting and design are all included in the price of the advertisement. Certain special effects or additional work is extra. This amount represents a self-estimated charge for the advertiser for any additional services. Advertisers who provide their own artwork, or our account representatives can help you create your own advertisements. They know our readers, and their goal is to help you reach that market.

Fig. 4: This rate card is based on the model rate card which is reproduced full-size in the appendix. Just fill in your publication's name, address and publication dates and use as is, or change it to match the needs of your school.



number of times during the year. They may also be given for pre-payment **and/or** for providing camera-ready copy. Camera-ready copy is a correctly sized velox or PMT. Discounts may also be available for in-school organizations or for special sections. Some high school newspapers put together a special holiday advertising guide which comes out just before Thanksgiving vacation. Such advertising supplements often feature special advertising rates.

Establish payment terms

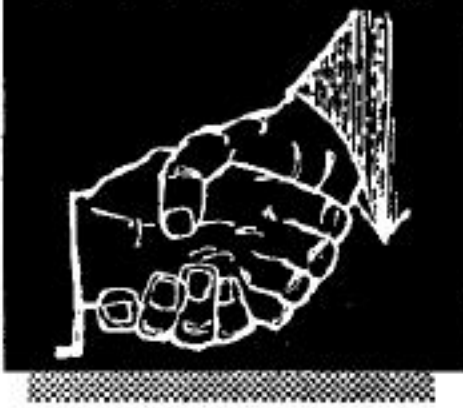
- **Terms.** Establishing policies helps you treat your advertisers fairly and protects your own financial interests. Many newspapers require cash in advance, for example. Others regularly extend credit, although if you have been burned by bankruptcies or nonpayment, you may want to consider using a credit application. An application allows the newspaper to control to whom credit is extended, as well as a credit limit. The limit should be an amount that won't financially disrupt your publication should the advertiser not be able to pay. You may have other credit policies, such as requiring pre-payment for an advertiser's first ad. You should also establish a regular billing cycle and payment policy. It is a good practice to establish a predictable payment schedule, such as *payment due on or before the 10th day of the month*; or *payment due 30 days after the date of publication*.

List services you provide and services for which you charge

- **Services you provide and those you charge for, if any.** Photographs, art, design and typesetting are usually covered by the basic ad rate. Discounts for camera-ready copy may be an option to explore, since it saves the staff and newspaper time and money. It should be made clear that excessive changes requiring additional typesetting, art, graphics or redesigning will be charged extra, particularly if the advertiser has approved a rough draft of the ad. Reverses (white type on a black background), tint blocks or other special effects that your printer will charge you for should be paid by the advertiser. Those charges should be specified. If your printer can provide spot color, full color or special inks, you should list the charges for these, too.

Provide specifications

- Specifications.** This is particularly helpful to merchants who provide you with camera-ready ads. You may want to illustrate your measurements at actual size. You should include:
 - how wide one column is in picas
 - how wide the gutters are between columns
 - how many inches deep a full page runs
 - standard border rules, if any
 - offset reproduction
 - slicks, camera-ready acceptable?



Include sample ads and issues

- **Sample ads/issues.** Select a variety of ad sizes from different types of advertisers for your media package. Choose ads that illustrate your staff's best work. Remember, an ad attempts to sell a product, service or idea. It should include:
 - a benefit headline (an attention-getting device)
 - an illustration (either art or a photograph)
 - copy (that sells the merits of the product)
 - call to action (gets the reader to the store to buy)
 - location and phone

Include one or two of your best issues

Also choose one or two of your best issues to include in the packet. This familiarizes the advertiser with your product as well as with those who are already advertising. Many newspapers send prospective advertisers copies of their newspaper by putting them on their mailing list. If you are close to having 200 papers to mail, this may help you reach the 200 minimum as well as save you substantial money on mailings. (Second Class bulk mail for non-profit organizations will cost close to 10 cents each, compared to almost 30cents each for First Class — more if the paper weighs over an ounce. That's a savings of almost \$40! You can't afford not to use bulk mail for your exchanges and promotional mailings!)

Use an infographic that explains your measurements

A one-page sheet showing exact measurements for columns is also helpful. (A column does NOT equal one inch! A 1 column by 3" ad is NOT one inch wide by three inches high. It's closer to 2" wide by 3" high. If you and your advertiser don't understand this, the ads and the space on the page won't match!) See the sample ad measurements in the appendix for papers five or six columns wide.

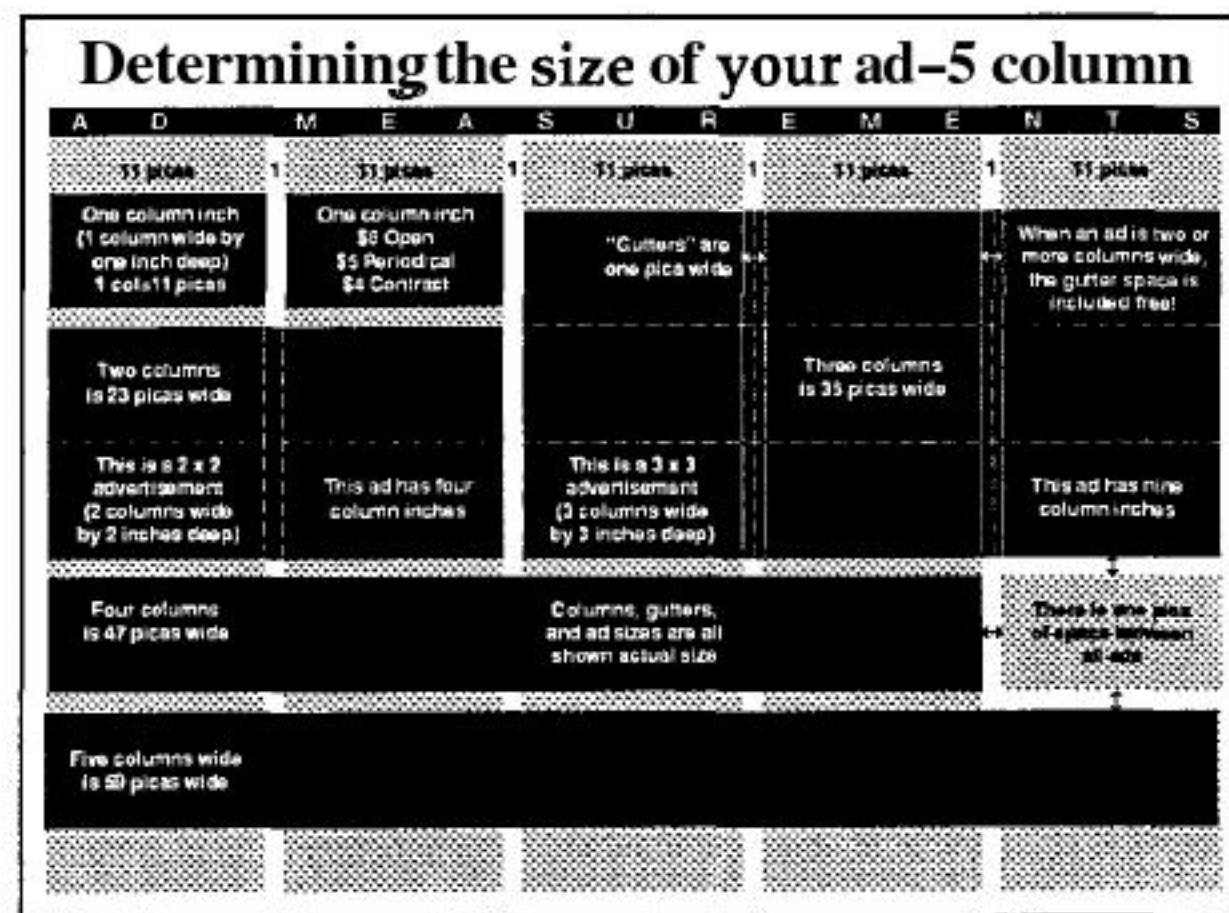
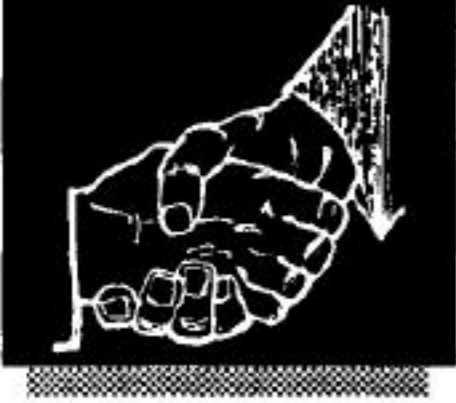


Fig. 5: A specifications sheet is particularly helpful for the do-it-yourself advertiser. This is a five column ad layout. A six column ad layout is also available in the Appendix.

At least a page summarizing your survey results

- **At least a page summarizing the surveys you did:**
 - **Circulation.** How many newspapers are printed? To whom are they distributed? How many people read each copy? How long is each copy kept and reread?
 - **Readership survey results.** Who is the typical reader? Which sections of the newspaper are the most read? The most popular? (There is a difference between the two.) What are your readers' interests?
 - **Spending survey.** How much money do students at your



Develop an advertising policy

What ads should you refuse?

Two case studies

Beware of shady operators

Once you run a certain type of ad, you may have trouble refusing similar ones—another case study

Step 4: Identifying Prospects

Believe it or not, before you identify advertising prospects, it makes sense to sit down and write an advertising component in your paper's editorial policy.

Your advertising policy should set some guidelines about what types of ads you **won't** accept. Most schools prohibit advertising items that are illegal for minors to do, buy or possess: alcohol, drug paraphernalia, cigarettes, bars and taverns. Many prohibit political advertisements. Some prohibit religious advertisements. Your policy should be flexible enough to allow you the right to refuse any ad you feel is in questionable taste, based on the standards of your community.

Recently the **Kirkwood (Mo.) H.S. Call** developed an advertising policy modeled after the policies of the nation's top newspapers and magazines (see sidebar). A right-to-life group in the St. Louis area targeted the *Call* because it accepted advertisements from Planned Parenthood. It also attempted to place ads in the *Call* that the newspaper's staff found offensive. The issue was hotly debated by the students, at school board meetings and in the local press. The school board chose to back the students. After the board's decision to support the students, a tax levy issue was defeated.

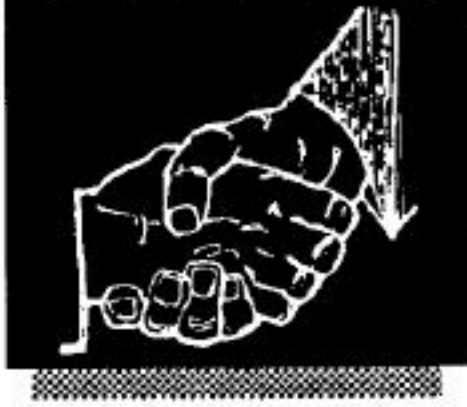
In another case, a Portland, Ore., area school turned down an ad for a shop carrying the spiked leather wristbands popular with some students, since the store specialized in whips, leather manacles and custom-made chastity belts!

Also think twice about running ads that offer to produce term papers for a fee, that promote exchange programs not approved by your school district, that promise scholarship money for a fee, or that offer acne cures or dubious beauty aids.

Be aware that once you accept a certain ad or type of ad, you may have difficulty refusing to run it again. A Eugene, Ore., school paper ran an ad for a homosexual club in one issue, then decided not to run a second ad in a subsequent issue, since the second ad was more specific about the group that the first ad had been. The paper was sued and ended up settling out of court after a six-year battle. A Portland area paper that ran an ad for the non-denominational Christian organization Young Life later had

KIRKWOOD CALL AD POLICY

The publication staffs (*Call* and *Pioneer*) have the right to reject, edit, or cancel any advertisement at any time. If a business pays for advertising in advance of publication and the staff decides to cancel the advertising, **money will be** refunded for remaining ads. **Advertising shall be** free of statements, illustrations, or implications that are offensive to **good taste or** public decency based on the opinion of the staff. Advertising shall offer merchandise or **service** on its merits, and refrain **from** attacking **competitors** unfairly or disparaging their products, services, or methods of doing business. the staff may **run** political **advertisements**. The staff will not accept advertising that is racist, sexist, illegal for high school students, or violate other standard journalistic principles (libel, obscenity, invasion of privacy, disruption). Ads which the staff accepts are not an endorsement from the staff, the adviser, the administration, or the Kirkwood R-7 board of education.



difficulty refusing some very evangelical ads that emphasized hell fire and damnation, and one that came from a cult. But the same Young Life ad caused no comment or controversy in a suburban paper just 15 miles away. You have to have a feel for your readers and your community, to know what ads may be more trouble than they're worth.

So who does that leave to advertiser in your paper? Anyone who has legitimate goods, services or ideas aimed at teens.

How to find prime prospects

Anyone on the staff can help create a list of potential advertisers. Don't make this the job of just the business manager. Have everyone on the lookout for advertising prospects. Here's a simple, six-step list to get you started:

Current advertisers

1. **Start with current advertisers.** Give them good service and keep contacting them with new ideas or ad designs. Send a thank you letter at the end of the year, or a Christmas card. Give them a certificate for display in their business window saying they support Anywhere High through advertising. Keep them happy and you'll keep their accounts.

Inactive advertisers

2. **Get out your old newspapers and follow up on past advertisers.** Who advertised last year that is not now? Why aren't they? If they're still in business and paid their bills, how can you get them to advertise again? How about advertisers from five years ago?

Community newspaper

3. **Read your community newspaper.** Which ads are appropriate for a teen market? Which businesses could reach their specific market much better by advertising through you?

Other area high school papers

4. **Read other area high school papers.** How did high school X get that account? Would that business consider you, too?

Phone book

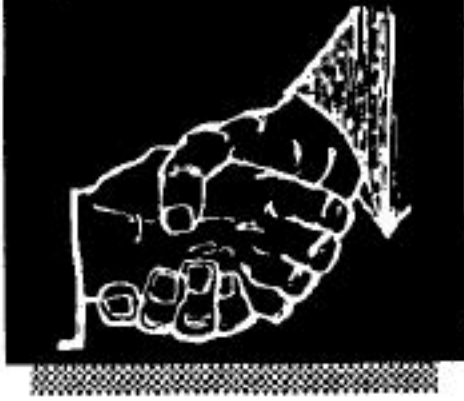
5. **Read the Yellow Pages in your phone book.** What businesses are geared to teens and in your area, or within driving distance? Who's not on your call list but in the Yellow Pages?

Drive around your community

6. **Drive around your community.** What new businesses are opening? Where do students go for lunch? After school? What businesses around the corner have you overlooked?

Making an ad prospect list:

Anytime you've identified an ad prospect, you need to get the following information: business name, address (including ZIP), phone number. Leave room for the business manager to write down the name of the account rep who is assigned this prospect, the issue number and date. That information becomes part of a prospects list. Your list should not be just scraps of notebook paper, back of envelopes and whatever was handy to



scribble on. Instead, try:

- A computerized data base that you print up each issue.
- A bulletin board of "Hot Prospect" notes like the one in Figure 3.
- A master list hung on a clipboard.
- 3 x 5 index cards kept in a file box.

Other useful information can be added later

Leave room on your prospect list or in your database for additional information the account rep will gather:

- Manager's name.
- Prior advertising record, ad size, problems.
- Possible sales presentation strategies.

How to assign ad beats and avoid calling the same business twice

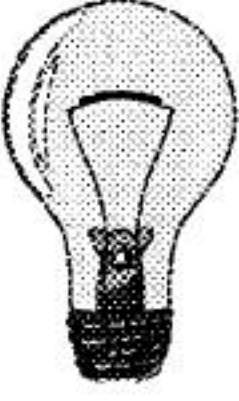
No matter how you set up the prospects list, it needs to be easy for you to use, because you'll have to use that list to

assign advertising beats to your account representatives. You can organize your ad beats by location, by type of business or by the account representative's interest and connections, all of which will be discussed in detail in just a minute. Once the account rep is assigned—or signs up for—a prospect, the rep must fill out the added information on the list, to let the business manager know what happened.

But there's one important rule to remember before we leave the ad prospects list: **No one should call on an advertiser unless assigned to that advertiser.** This means you, your business manager, editor, or head account rep first writes the new business you thought of on the ad prospects sheet, and lets everyone else know you're going to call on that business. It will lose you sales if three people in a row hit the same store. Sad true story: One Portland-area paper lost a lucrative business with a bicycle shop because the manager was contacted by three different staff people within a two-day time span, all asking him to buy an ad for the next issue. It made the paper look incompetent, it made the store manager annoyed and it cost the newspaper an advertiser who had run five to six large ads a year until that point.

Assigning prospects by location

Assigning ad prospects to account reps by location helps prevent people from criss-crossing all over the city, wasting time.



HOT PROSPECT:

Assigned to: _____
for issue # _____

Name _____

Business _____

Address _____

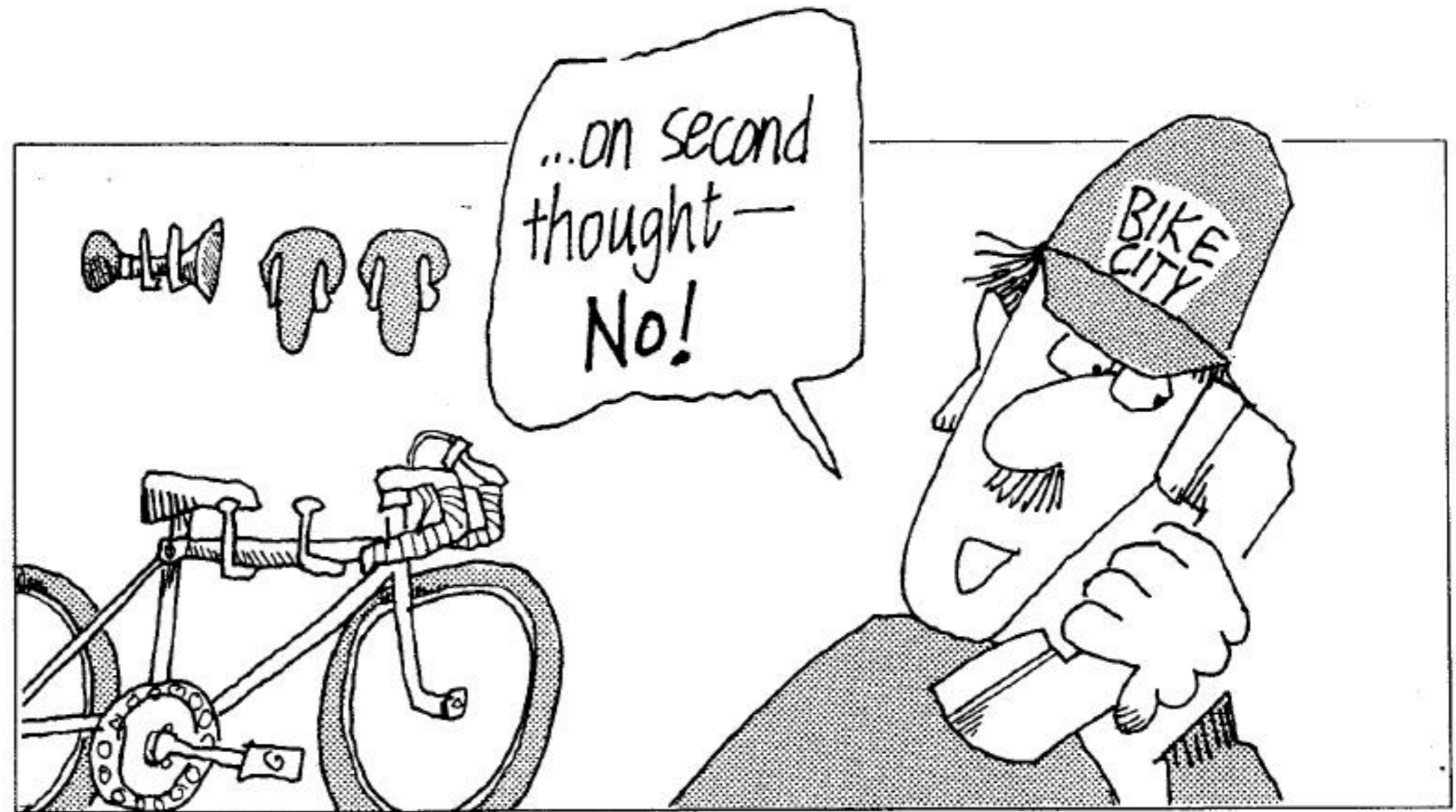
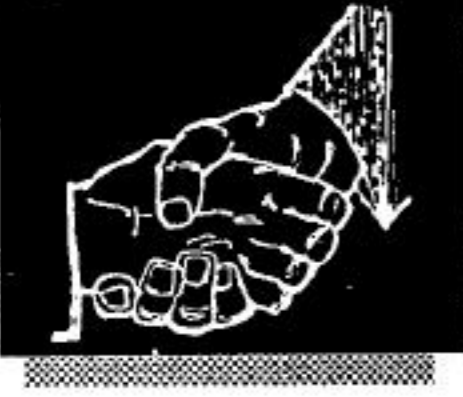
Phone _____

new current inactive

Additional information:

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Figure 6: "Hot Prospect" tip sheets like this, pinned to a bulletin board, can be one way of developing an ad prospects list. This form is included in the Appendix for you to photocopy, if you wish.



Give one account rep everyone on Main Street between First and 10th, another between 10 and 35th. Give another the local shopping mall, and a fourth the three side streets off Main. If you have a data base, sort your advertisers by address or by zip code (for big cities that have several zip codes!) If you have 3 x 5 cards or tip sheets, group them by street address, and give the lists to students.

Assigning prospects by business type

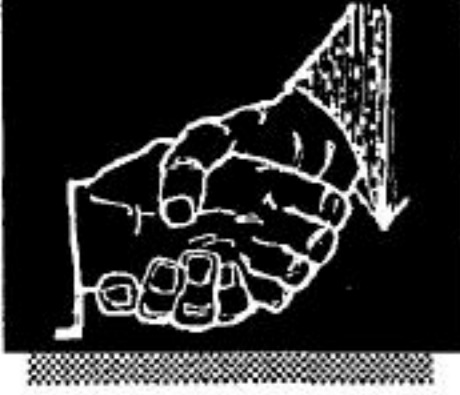
A second method of assigning ad prospects is by the type of business. Some people have a background in a certain product and might be more effective sales representatives for that product, whether it's car stereos or fast food. If Jason knows everything you never wanted to know about car stereos, if Jennifer has been skiing since she was three, have them put their knowledge to work. Assigning by product also helps the sales rep when it comes to ad design, and for the sales pitch. If similar businesses advertise already, your chance of making a sale improves.

Assigning prospects by connections

A third method of assigning ad prospects uses your connections. Don't overlook good ol' nepotism. If you have students whose parents, aunts, uncles, cousins, next-door neighbors or parent's friends own businesses, have that student ask their friend or relative to advertise. And students who are employed in a certain business and have a good relationship with the boss are often very effective ad sales persons. If people tell you "My boss at Dairy Queen will buy one from me," give them that ad beat!

ACTIVITY 2.6 ►

Divide the class into teams, and assign each group a different category of advertising of interest to teenagers: fast food, music, hair care, clothing, etc. Each person in the group must find 4 different prospects and write them down on the Hot Prospect slip. No duplications allowed. Use copies of the Yellow Pages, local newspapers, other area high school newspapers and issues of your own paper.



Build a sales presentation

Step 5: The Sales Presentation

Selling is one of the most important activities of the advertising business — perhaps the most important one. After you've organized your staff, done market surveys, have your media packet in hand and identified potential advertisers, you've finally come down to the most crucial element — selling. Regarding your newspaper, someone has to sell advertisements (and subscriptions) in order to have income to pay for printing and mailing it, and someone has to buy them.

Building a sales presentation is an orderly process. It is also time-consuming, but much of it has to be done only once. Because the salesperson will refer to the presentation facts repeatedly, everything should be written out clearly, following these steps:

List reasons people are willing to advertise in your newspaper

Step 1: List all the buying motives that could induce prospects to buy advertising in your newspaper. Think of all the people you know, and try to figure out what motives would prompt each one of them to buy products that your advertisers sell. This will give you a list of motives that go beyond the obvious. Rewrite the motives in list form from most important to least important.

Highlight important facts

Step 2: List all the possible facts about your newspaper or yearbook. Analyze the market, frequency, readership, range, etc.

Develop selling points

Step 3: Translate these facts into selling points that tie in with the buying motives you have selected.

Use visual aids

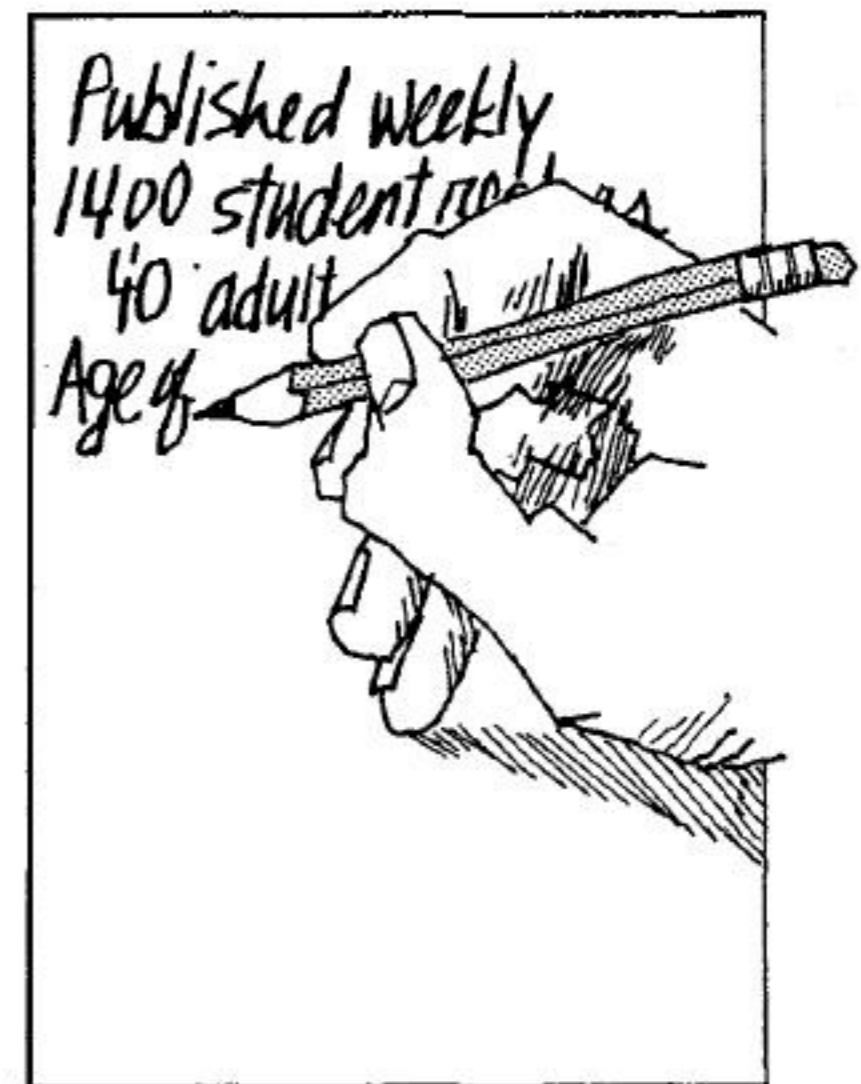
Step 4: List the demonstrations that you will use to emphasize the selling points. Can you use charts, old ads, etc. to demonstrate your points?

Anticipate objections and counter them

Step 5: List all possible objections to the product or the sales proposition. The best way to overcome possible objections is to anticipate them. Try to think of the differences among people. The salesperson should prepare an objection analysis sheet, then incorporate the more obvious objections into the sales presentation. If there are other objections, the salesperson will be ready to answer them.

Plan your presentation around stories

Step 6: Plan selling-point strategies. Build a "story" around each selling point. Put human interest into your stories, using examples that are close to the prospect's experience, humorous incidents, and timely news accounts. Weave into your stories the call for a "yes" answer, so the prospect gets into the "yes" hab-





it. Use the words "for instance" and "for example" often.

Know your presentation backwards and forwards

Step 7: Anticipate changes in the order of your presentation. After you have planned how you will arrange your material, take another look at it to see how the order can be changed to meet the reactions of the prospect. Ask yourself what you will do if the prospect brings up price before you are ready to discuss it or objects to something you did not anticipate. The prospect should never know that there are definite parts to your sales talk. The parts must flow into each other both easily and smoothly.

Making a sales call

Go out and sell something!

Sooner or later, after all preparations have been made, you are going to have to go out and make sales calls and, you hope, sales. There comes a time when you can't procrastinate any longer. Stand up! Put one foot in front of the other, aim in the right direction and be prepared for one of the most exciting and rewarding activities available to a person — selling something...making a sale!

Getting your presentation off to a good start

How you begin is critical to the entire sales presentation, since you can't make a sale if you are not given a chance to make your pitch. The following are some suggestions to get your sales call off to the right start.

Get your foot in the door by making personal calls. Avoid the phone.

- ✓ **Make an appointment.** The initial contact should be in person. If the person is not available, make an appointment and come back later. It is permissible to make appointments by telephone, but it is not usually recommended. It is too easy for the advertiser to say "No" over the telephone. You lose control. If you must use the phone to make the initial contact, ask for the name of the person in charge of advertising. Then ask to speak to that person. When they come to the phone, use their name to greet them and say something like this:

"Hello Mr. Smith, this is Jennifer Wesson from Wilson High School. I've dropped by several times to see you, but you haven't been in. I have some information about Wilson High students I think you'd be interested in. What would be a convenient time to meet with you this week?"

Use the telephone for routine servicing of an account

If the merchant becomes a regular advertiser, and as you get to know her better, you can use the telephone for routine servicing of the account. It saves much time.



Dress appropriately

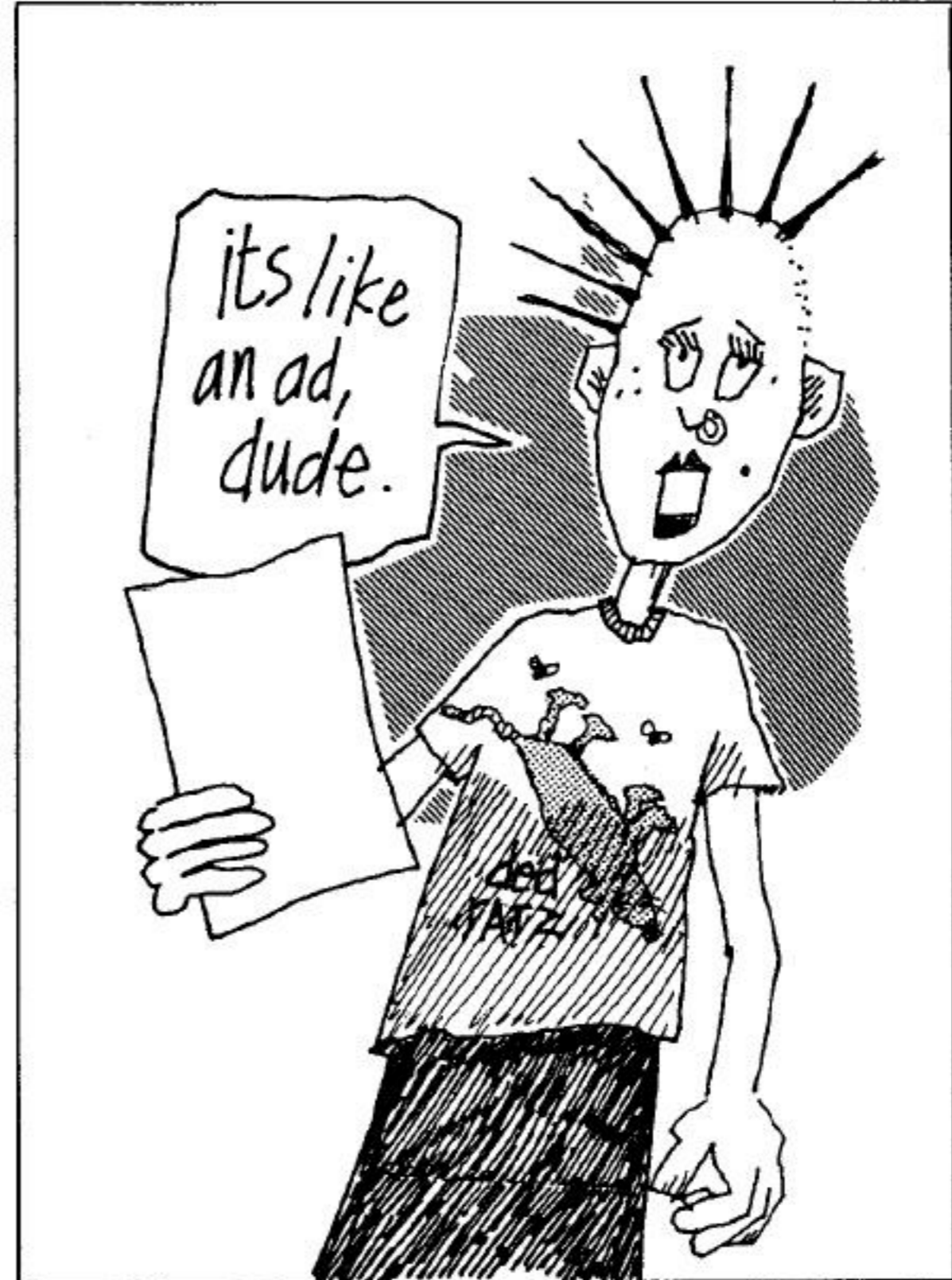
- ✓ **Check your appearance.** Remember that most businessmen are rather conservative and likely have some reservations about the extremes of young people. It's harder to convince someone you're a serious salesperson if you're sporting torn jeans and a heavy metal tee-shirt, or if you're dressed all in black leather with spiked hair and nose rings.

Keep appointments

- ✓ **Keep appointments.** If you have been successful in getting an appointment, be sure to keep it. Be on time. You may not get another if you don't.

Shake hands

- ✓ **Shake hands with the client.** Offer your hand as you approach or when you are introduced to your prospective client. Make sure it is a firm handshake, not a limp one.



Have an idea

- ✓ **Go in with an idea.** Many newspaper ad salespersons don't make a sale because they fail to go in with an idea. Instead, they simply go in and ask, "Do you have an ad this week?" Sometimes the prospect has been busy and hasn't had time to think about an ad. Then the merchant may reply: "I haven't had time to think about an ad this week. Come back next week." Another sale is lost.

Check out
your client's store

- ✓ **Get ideas from your prospect's store.** Window shop. Browse through the store. See what merchandise the owner is trying to move by looking at the displays.
 - Work up a rough ad featuring items the merchant is interested in moving. Write a good headline. Suggest an attention-getting piece of art. Write some clever copy. Take the speculative layout in to your meeting. Then the merchant can at least react to your idea, probably adding suggestions to fit the needs of the store. Now you have converted a simple rough layout into an order. It's even a good idea to take in two spec layouts. This way you make the merchant choose between the two, rather than turn down one.



Act like a professional

- ✓ Be business-like. If you are expecting your prospective advertiser to invest hard-earned money in your newspaper, you should not waste time. Be polite and courteous, naturally, but let the merchant know you mean business and take his business, and yours, seriously.

The sales presentation

The Sales **Presentation**

During a sales presentation, you apply techniques of salesmanship. You try to create positive selling impressions. To accomplish this, remember the opera *Aida*. The letters stand for Attention, Interest, **Desire** and Action. This sales formula can be applied to personal selling situations as well as to ads themselves:

Get the owner's attention

- ✓ Get Attention. Keep in mind the principle of self-interest. Keep the focus of the presentation on how your newspaper can help the owner's business. The owner's primary concern is staying in business and making a profit. If you can show how you can help do this, the merchant will listen. Get the owner's attention with a statement to that effect. Refer directly to a problem you know the merchant has.

Build interest with visual aids

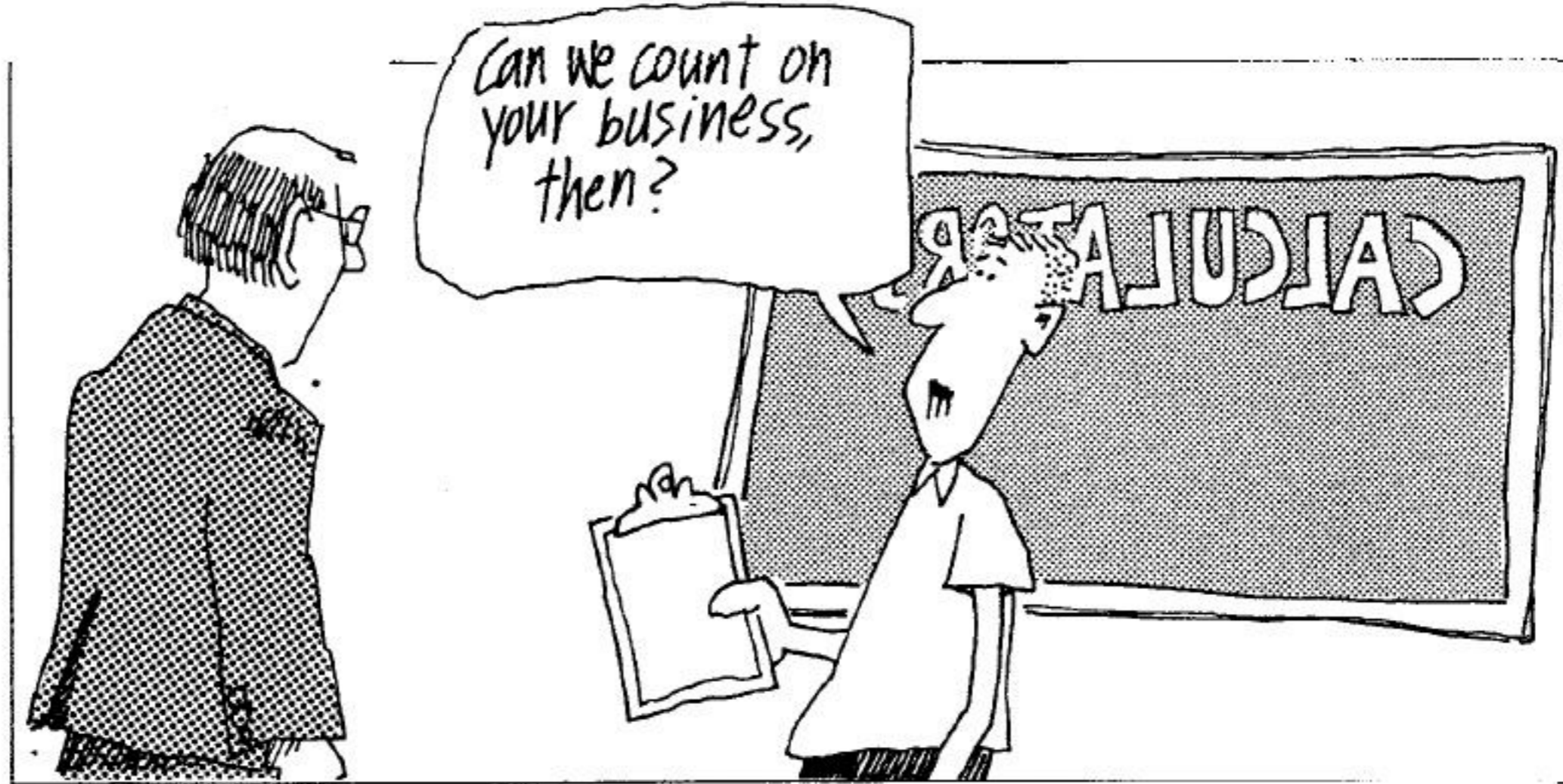
- ✓ Build Interest. Use visual aids early in your presentation, even in getting the merchant's attention (such as using a spec layout). Visual aids combined with your oral presentation increases recall tremendously. Always have the latest copy of your newspaper with you. If you're selling a special section, bring the one used last year. Clip copies of your prospect's past ads and put them in a notebook. Take a copy of your media packet with you that features charts or graphs showing circulation increases, student spending habits, etc. Walk through the materials in the media kit. Show the merchant problem-solution case histories of other advertisers. Let your imagination work to suggest visuals to use. They prove to be successful. Use them.

Share success stories of other advertisers

- ✓ Stimulate Desire. Although most newspapers do not guarantee position, most do try to honor page or section requests. A possible desire stimulation is telling the prospect she can have a better chance for getting a position request if she gets her order in early. As mentioned already, sales successes of other advertisers helps to stimulate desire of prospects. This is particularly true if you mention her competitors.

Be sure to ask for the sale

- ✓ Ask for Action. The objective of your sales presentation is to close the sale. As amazing as it seems, many salespeople never directly ask for the order, and then they wonder why they did not make a sale. They don't want to be turned down. They want to be liked. They want to succeed and accept the politeness of the businessperson they have just talked to as success. But they will never be truly successful as salespeople until they learn to ask for the order.



Five great ways to close a sale

With a question

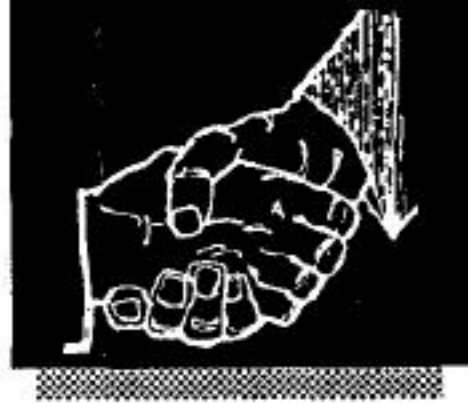
Here are some successful closing options to consider using in your next sales call:

- ➔ **Close with a question; pass the ball.** Lead your prospect to a position which forces him to make a decision, hopefully in your favor. Examples are:
 - "Have I covered everything to your satisfaction?"
 - "Fine. Will you recommend my newspaper to your boss?"
 - "Will you now give us an order?"
 - "Can we start your advertising campaign next week?"
 - "Does that make sense to you, Mr. Smith?"
- ➔ **Use the assumption approach.** Throughout your presentation, you assume that the prospect is going to buy. You are creating positive vibrations and making it easier for the merchant to say "yes" at the end. You use such terms as:
 - "When you run this campaign in our paper..."
 - "After you have begun your ad program with us..."
 - "It won't be long after you start advertising with us..."
- ➔ **Use a direct close.** Simply ask for the order when you are finished giving your presentation:
 - "Is your first ad ready to start?"
 - "Can we count on your business?"
 - "Let's run your ad next issue."
- ➔ **Use an inducement close.** If you have a special issue coming up, or are going to distribute the newspaper to additional people, use the inducement of extra or bonus circulation to get the merchant started. You could also promote one of your regular services, such as free artwork or photography. Another induce-

Assume the advertiser will buy

Ask for their order

Point out special issues or promote your services



Give them several choices

Let them know how successful others have been

How to overcome objections unobjectionably

20 common objections and possible responses

ment is delayed billing, such as January billing for December advertising.

- ➔ **Use a choice close.** Instead of simply asking if the client will begin running an ad next Sunday, ask, "Should we begin running this ad next Friday or next Sunday?" The question then becomes not **if** but **when**.
- ➔ **Use testimonial closes.** Surely you have advertising successes in your newspaper. Use them to help sell other advertisers on the benefits of advertising in your paper. It would be helpful if you had a testimonial letter, tape-recorded interview or other document to show the client. If these are not available, simply use the problem-solution-results approach showing how others have had success with your newspaper.

There is a natural tendency by businesspeople to resist being "sold" on almost everything — including advertising. Many still consider advertising an expense rather than an investment.

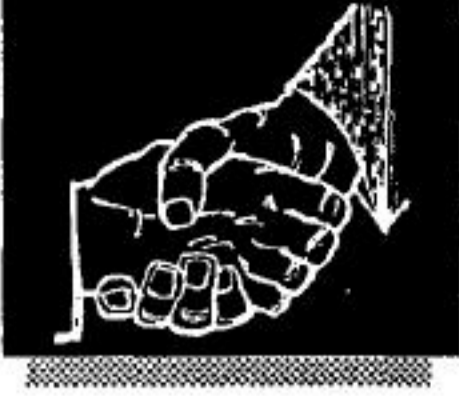
How you handle objections, complaints or disagreements may make the difference between making a sale or losing one. Often, objections are nothing more than misunderstandings. It is your responsibility to know enough about advertising in general, your specific newspaper and other competing media and retailing to counter objections smoothly and thoroughly or risk the loss of immediate and possibly future advertising.

There are four principles that will help you overcome objections in a way that will not offend your client:

- ❶ **Listen before you answer!** Let your customer help deflate his own objection. Hear what he has to say without interruption.
- ❷ **Concede before you answer!** Prove to your customer that you understand his or her point of view and agree that s/he has raised a wise question by paraphrasing what they have said to you.
- ❸ **Let others answer for you!** Place the onus of disagreement on the evidence of neutral third persons who have no axe to grind.
- ❹ **Answer without heat!** You have to really listen to the client and answer calmly, no matter how heated the person gets. Keep even the slightest objection, hint of anger or resentment out of your voice, off your face, and away from your words.

20 Common Objections and Possible Responses

Newspaper salespeople often hear the following 20 objections. Several possible responses you might make are provided. Study them thoroughly and use them!



Too much business

1. **Objection:** I have too much business.**Possible answers:**

- Advertising is an investment in the future. How about next month or next year? It may not be good always.
- ② Your competitors are trying to take business away from you. You must advertise to hold your current business.
- ③ People change stores all *(he)* time. Advertise to keep old ones and get new ones.
- New prospects move here every day.
- ⑤ Advertising pre-sells customers, making shopping time and clerk time less.

Too little business

2. **Objection:** I have too little business.**Possible answers:**

- Cost of business goes down as sales go up. Overhead increases very little.
- ② Advertising is as much a part of selling as are sales clerks in the store.
- ③ Many businesses spend as much for advertising as for rent. If you expect to grow you must match your rent at least.
- When business is slow, it is time to advertise to get new customers among the new arrivals in the community and to get your share of customers who have stopped trading with your competitors for one reason or another.

People don't read ads

3. **Objection:** People don't read ads.**Possible answers:**

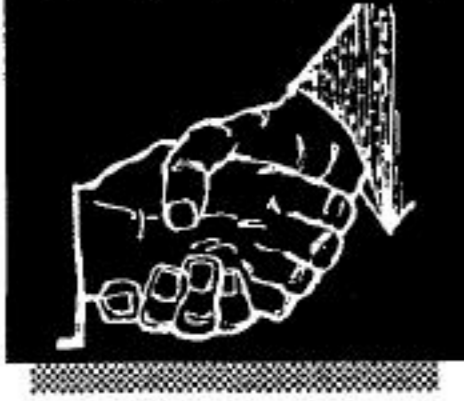
- Feature a direct benefit for your prospects and people will read it.
- ② Readership studies prove ads are read when they contain something of interest.
- ③ Advertising is news to many people.
- Other stores find people read ads and buy items advertised or they wouldn't keep at it.



Can't afford a big ad

4. **Objection:** I can't afford to use big space.**Possible answers:**

- The importance of an ad is what is said and how it is said.
- ② Readership studies prove people read good small ads. Smaller ads reach readers at a lower cost per reader than larger ads.



- ③ Many big businesses started with small ads and increased them as they grew, and also to stimulate their growth.

Nothing to advertise

5. Objection: I have nothing to advertise.

Possible answers:

- Advertising lets you tell a wide audience what lines you carry, its quality, what services you offer and your friendliness.
- ② You have something to sell — so you must have something to advertise. Advertising is a form of selling.

Business is seasonal

6. Objection: My business is seasonal.

Possible answers:

- Do you mean you're not selling anything now? I thought you were open every week of the year and want customers every day.
- ② Advertising is designed to build business and it works best when repeated regularly. Consistent advertising builds dividends.
- ③ People buy all year around. Many stores sell blankets and furs in the summer and air conditioners and grass cutters in winter.

Store is well-known

7. Objection: Everybody knows my store and what I sell.

Possible answers:

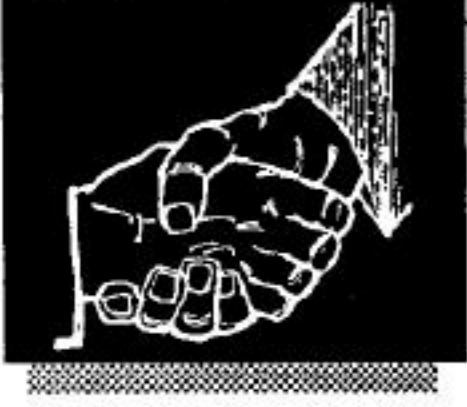
- People may know about a store but see no reason for buying there.
- ② Advertising is news and you could profit by telling readers what you have new.
- ③ Even if people know what you carry, you must convince them they should buy there.
- ④ New families are moving into your market all the time. Young people grow into needing a product they didn't before.

Location is well-known

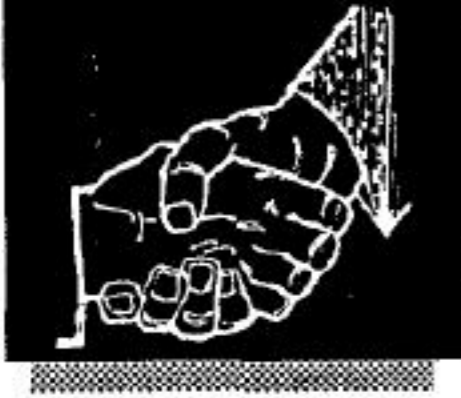
8. Objection: Everybody knows where we are.

Possible answers:

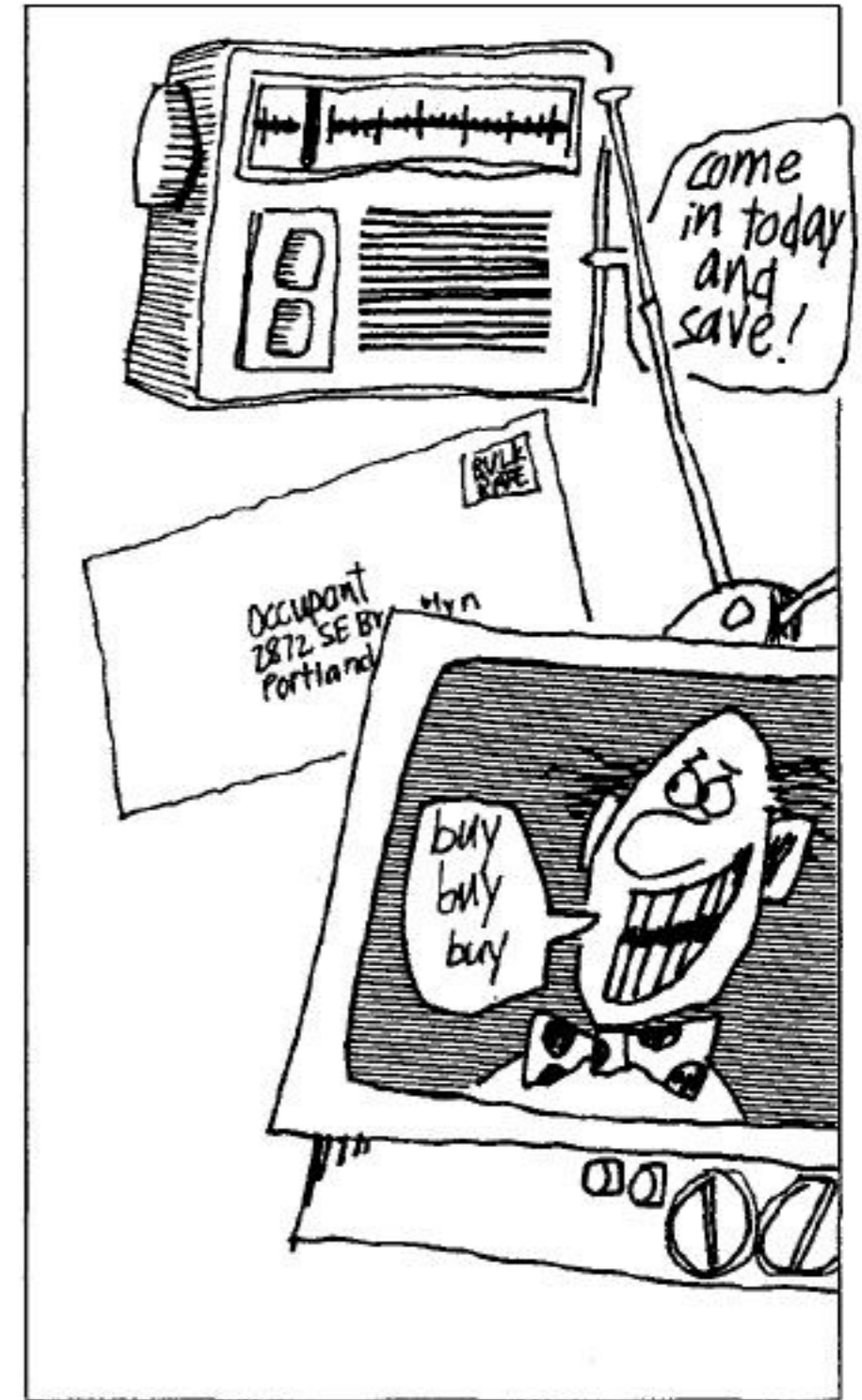
- Twenty percent of American families move every year. New prospects move here every day and old ones move out.
- ② Many people cannot "see" a location from a street address. Plant your location in their minds. Make it stick.
- ③ Hammer home your location so potential customers have a real mental picture of "where you are."

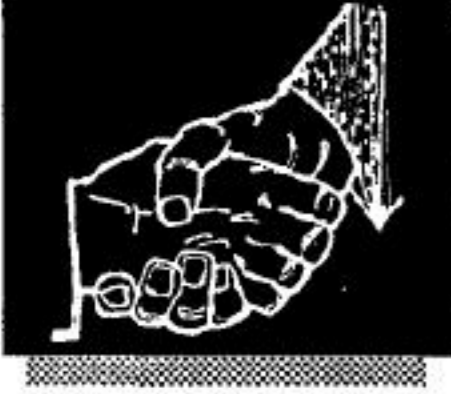


- Don't know how to create an ad
- 9.** Objection: I don't know how to create an advertisement.
Possible answers:
- Keep your ads simple and uncluttered.
 - ② Don't crowd your ad. Use some white space.
 - ③ Make your illustrations attractive and your copy easy to read and persuasive.
- No results from last ad
- 10.** Objection: I didn't get any results from my last ad.
Possible answers:
- Advertise items people want, at the time they want them and at the price they are willing to pay. This will get results.
 - ② Lack of results is not necessarily the fault of the ad, or the medium. Maybe the ad was incomplete. Maybe the offer was not attractive or persuasive enough.
 - ③ Other advertisers are satisfied with their ad in our paper. Let's look at your ads and see how we can improve them.
- Poor ad placement
- 11.** Objection: I can't get good position in your newspaper.
Possible answers:
- Readership studies prove there is little difference in position. Ads are about equally well-read throughout the paper.
 - ② Possibly the approach of the ads you have been running should be changed.
 - ③ What position do you prefer? We try to give advertisers requested positions.
- No competition
- 12.** Objection: I don't have to meet any competition.
Possible answers:
- Every business has some competition, either within the city or at least mail order.
 - ② Your competitors are advertising heavily. You should invite potential customers to trade with you rather than with them.
 - ③ You're in competition with every other retailer for the customer's dollars. Retailers are all after the same dollars, even though they may not carry your same merchandise.
- Rates are too high
- 13.** Objection: Your rates are too high.
Possible answers:
- Reduced to the cost per reader, our rates are low. How much would it cost you to send a postcard to each of our readers?
 - ② We have an extremely high percentage of readers in a market you want to read.



- ③ If we improve your ads so they move more merchandise, your costs will go down.
- ④ Compare cost-per-thousand with any other medium: direct mail, TV, shoppers, radio.
- No money to advertise**
14. **Objection:** I don't have any money to advertise.
Possible answers:
- A smart merchant invests money to make money. Advertising is an investment toward sales. Advertising increases profits.
 - ② The secret of successful advertising is consistency, not size. Advertise regularly.
- Neighborhood store**
15. **Objection:** Our neighborhood store doesn't need that big of a circulation.
Possible answers:
- Our circulation is concentrated in an area of interest to you, with specific potential customers for you. All others are bonus.
 - ② About one-fifth of the population moves each year. Advertising helps make new readers your old customers.
 - ③ Ads in newspapers have more local impact than any other advertising medium.
- Circulation too small**
16. **Objection:** You don't have large enough circulation.
Possible answers:
- Our readers are specialized and you know exactly who they are.
 - ② Each of our papers is read by an average of over two people, so you have to multiply our circulation by at least two or more.
 - ③ Our figures show that _____ percent of the people who could read our newspaper actually do read it.
- Newspaper has a monopoly**
17. **Objection:** Your newspaper is a monopoly.
Possible answers:
- It's true we're the only newspaper, which means it is more economical for you to reach your customers than if you had to advertise in more than one newspaper.
 - ② We're not really a monopoly because you can advertise in other media such as radio, TV, direct mail, shoppers, etc. We work extra hard since we are the





only newspaper to serve our market.

Home office makes decisions

18. Objection: My home office won't give me authorization to advertise in your newspaper.

Possible answers:

- ① I know you believe in the power of newspaper advertising, so why not let me get in touch with them to present our case?
- ② Does your home office know your competitors advertise in our newspaper and are having success with their advertising?
- ③ The newspaper is the foundation of retail advertising across the country. It delivers the most customers for the least amount of money.

No time to advertise

19. Objection: I don't have time to advertise.

Possible answers:

- ① Advertising helps to pre-sell your customers, thereby taking less of your time to close the sale. You can use your time elsewhere.
- ② Many successful retailers have told me they consider advertising as important as buying, bookkeeping, inventory control and hiring. They find time to do all these things, including advertising, because they are a vital part of their business.
- ③ Once you've planned your entire advertising program, you'll be surprised just how little time it really takes. And I'll help you, too.

Can't compete

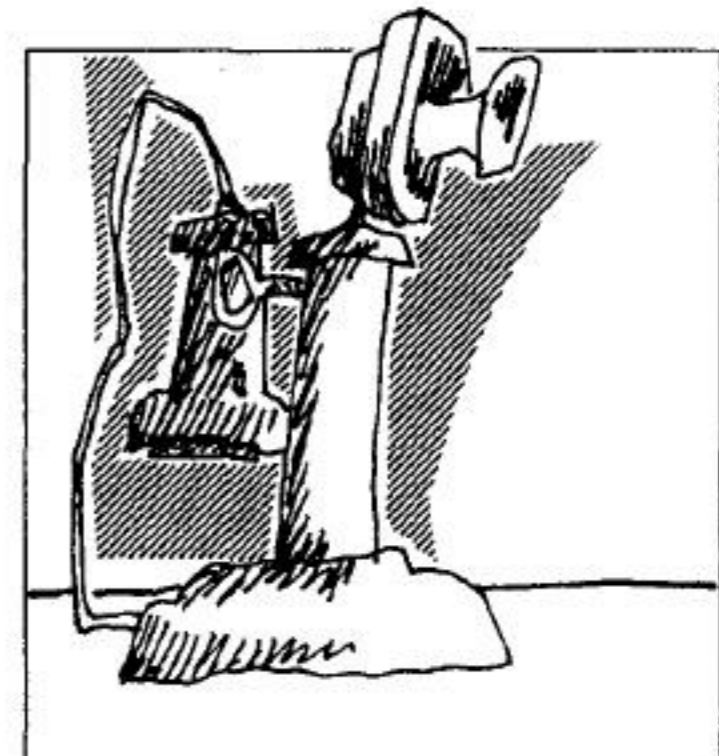
20. Objection: I can't compete with some of the advertised prices of other stores.

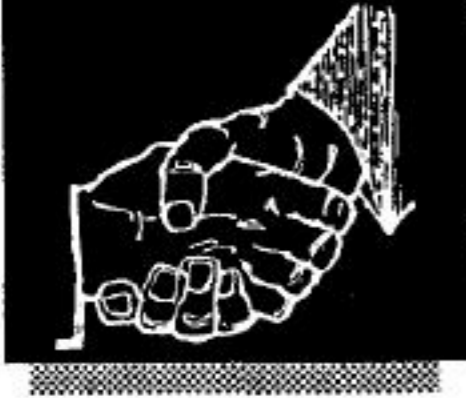
Possible answers:

- ① Advertise the brand names you carry and cash in on the producers' national advertising.
- ② Advertise prices of nationally advertised brand merchandise. Customers may think your good brands cost more than they really do.
- ③ Stress reasons, other than price, why your customers like your store. It may be credit, service, or friendly atmosphere.
- ④ Develop a character or image for your store. Advertising can help you upgrade the image of your store.

A final note

Unless you do have spiked blue hair, several nose rings and a wardrobe of excusively X-rated T-shirts guaranteed to send an older adult into hiding, you will always do better calling on an advertising prospect in person. But sometimes you have no other options and you have to make your sales pitch over the phone. When





you telephone, you still need your rate sheet, publication dates and contract with you. You make sure you identify yourself and your newspaper and ask to speak to the manager or owner. If the manager's not in, find out his hours and call back. If the owner says it's a bad time, find out when she would like you to call. (Big hint — don't call restaurants during peak lunch and dinner times!)

Do basic groundwork that will lead to a successful close

Don't just ask "Wanna buy an ad?" Like sales in person, you have to have done the groundwork first. TELL the client why she should advertise — it's prom issue; his competition is getting great results; your recent reader survey showed that 75 percent of the students spend money in the neighborhood mall. THEN ask if she'd like to place an ad in the next edition. Remind the client you can use his camera-read art or design an ad for him.

Pick-up lines for a current customer

• **If they've advertised before**, try something like:

"You've placed ads before, so you know we are an excellent way to reach not only the 1,500 teenagers at Grant but their families as well, and for lower rates than most other papers. Your business, _____, will continue to benefit from reaching the teen market. We'd be delighted to have you advertise with us again, in issue _____, which is geared toward _____ (your promotional idea: back-to-school, senior portraits, Homecoming, holiday shopping, Valentine's Day, spring break, the prom, the senior edition, summer vacation). Last time your ad was _____ x _____ and said _____. It cost \$_____. This time, we'd recommend a _____ x _____ ad, saying _____, for only \$_____. Does that sound good to you?" (Or may we run that for you again? or other closes suggested earlier)

Pick-up lines for new customers

• **If they've never placed an ad before**, try something like:

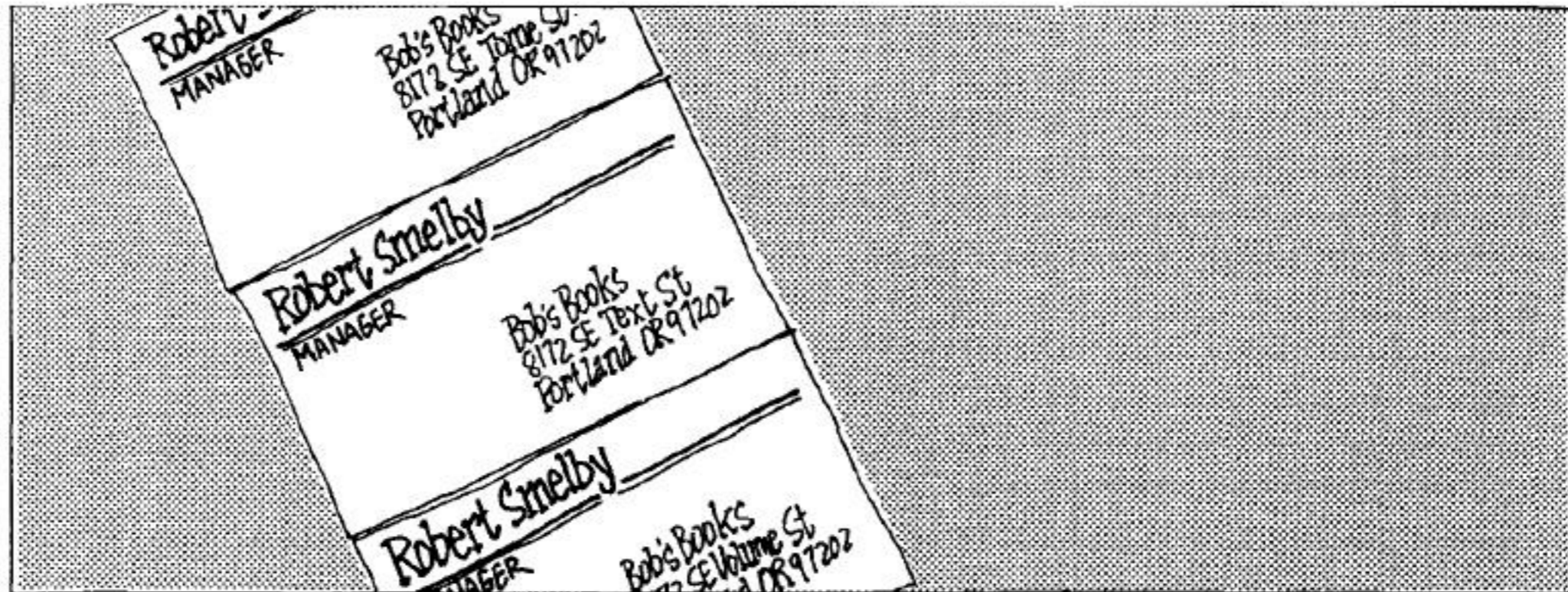
"You may not be aware that a high school newspaper is an excellent way to target a teen audience that uses your product, _____. The school newspaper not only goes out to 1,500 students but top their families, community subscribers and other Portland metro area schools. And our rates are substantially lower than other papers. Many business similar to yours, including _____, have done a great deal of advertising in this specialized market. According to our recent market survey, over half of our students hold down jobs and spend \$100 a month buying things for themselves, family and friends. This issue, we're seeking advertising geared toward (your promo), a time when students would be looking for what you sell. We'd like to suggest you try an ad that is _____ x _____, roughly the size of a _____. It could say something like _____. An ad like this would cost only _____."

The close to your pitch would be similar to the one above.

What to say if they say yes

If they say 'Yes':

- **Do they know what size they want?** Suggest possible sizes. They can't see ad sizes, so use a busi-



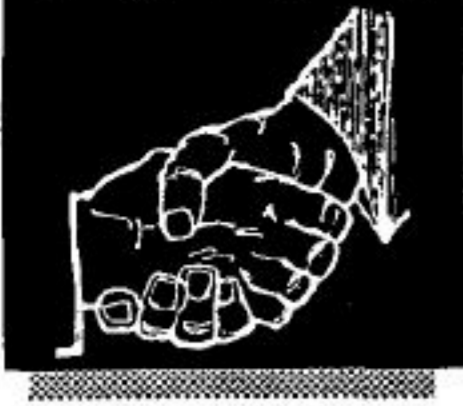
ness card to help them visualize how large an area the ad will cover. In a five column tabloid paper, a 2 column by 2 inch ad is roughly the size of a business card. A 2 x 6 is three business cards stacked on top of each other.

- **Do they know what they want it to say?** Offer suggestions, using the seven steps of ad copy explained in detail in unit 3. Do they want you to design it? When can you come in with a proof for them to approve? Can you mail or fax the proof? Is there time to do that for this issue?
- **Get the manager's name, business address** (including ZIP code) **and phone number.**
- **Do you know enough to fill out the contract by phone?** Like any phone sales, the person buying has three days to change his mind without penalty. After that, the sale becomes legally binding, even though done over the phone.
- **Thank the person** for supporting your school community.

What to say if they say no

If they say "No":

- **"May I ask why you're not interested?"** (Have the 20 common objections sheet next to the phone. If they use one of the objections, try those responses.) If they are irate over an earlier ad and you can't answer their complaints, offer to take details of the complaint to the business manager or adviser. Remember, no matter how much they yell, stay calm, soothing and professional. Say something noncommittal like: "I see. Well, thank you so much for your time and I hope you'll consider advertising with us again in the future."
- **Don't forget to put the comments on the advertising prospects call sheet**, so everyone will know whether to try again or strike this one from your call list forever!



Keep in mind throughout all discussions with retailers, that you have a valuable service to sell — the opportunity to reach your readers. You shouldn't be apologetic about trying to sell your services to a retailer. Your newspaper reaches your readers better than any other advertising medium. It is up to you — the advertising representative — to convince the potential advertiser of the importance of your newspaper to him.

ACTIVITY 2.7 ▶

Pass out slips of paper from Activity 2.5. Have students take turns being the account rep and store manager as they role-play for the class. Have the class critique the performance and offer suggestions.

For further reading

Schick, C. Dennis. "How To Get More Ads For Your High School Newspaper." Pamphlet. Austin, Texas: Interscholastic League Press Conference, University of Texas.

"How to check your ads for more sell." Pamphlet. Newspaper Advertising Bureau, Inc. New York.

"10 reasons why you should increase you newspaper advertising when business gets tough." Pamphlet. Newspaper Advertising Bureau, Inc. New York.

1

Whose job is it?

DIRECTIONS: Photocopy this page. Then take out scissors and a glue stick. On separate sheets of paper, put each position your staff will have at the top. Then cut the chores list apart and glue the chores each person will be responsible for on the separate sheets of paper,

Take ad photos, working with person creating ad
Design an ad idea for a prospect, an ad proof and a final ad for publication
Justify the list of advertising or call lists.
Send bill or receipt and tearsheet to advertisers after each issue
Enter money received and bills to be paid into a database or ledger book, deposit funds with school bookkeeper
Organize prospect cards or call lists, assigning ad territories.
Keep track of ads sold, set deadlines for sales, stop sales when quota or deadline is reached.
Sell an ad, get a contract signed, give advertiser a copy
Assign ads to dummy pages; make sure they're on final layout
Designate someone to design an ad, take an ad photo or pick up camera-ready ads.
Sign up for or be assigned specific advertising prospects to call.
Re-bill late accounts; call delinquent accounts.
Make sure the ad is listed on the run sheet and assigned to a page.
Keep an advertiser's file that contains all the contracts, rough draft, approved proofs, pasetups, original art and logos, statements and invoices for that advertiser.
Make presentations to advertisers; call to advertisers who request information
Work with school bookkeeper to pay bills, justify class books with school with school activities fund ledger. Give monthly financial statements.

How will you set up this year's advertising staff? Listed on the left are all the advertising chores that someone has to do. Some chores may end up being assigned to more than one person, depending on your staff. Discuss your choices, and as a group, come up with a single master list to photocopy for everyone. When you're done, you'll have tailor-made job descriptions for your staff.

Business

Assistant Business Manager

Boiler

Assistant Bookkeeper

Ad Designer

Ad Photographer

Account active

2

Newspaper facts

DIRECTIONS: Interview the adviser, bookkeeper, printer and editor. You should be able to find out these basic facts about your newspaper from these people. You will need to write down this information so you will have it when you begin to put together your media packet.

- _____ 1. How many copies are printed?
- _____ 2. How many copies are distributed?
- _____ 3. How often is the paper printed?
- _____ 4. How is the paper distributed?
- _____ 5. Do students pay a subscription?
- _____ 6. Are subscriptions available? How much?
- _____ 7. How is your paper printed?
- _____ 8. What is the image area page size?
- _____ 9. What must advertiser furnish: artwork, photographs, copy/type?
- _____ 10. What does newspaper provide for the advertiser?
- _____ 11. How do you handle payment for ads? Do you require cash or bill?
- _____ 12. Other facts about your newspaper:

3

Reader survey practice

DIRECTIONS: Photocopy this page. Have everyone in the class complete this survey. Then tally the class survey results on the blackboard. Turn your raw data into percentages by dividing the data number by *the* total number of surveys. For example, if you have a class of 25, and 8 people say they read the paper occasionally, divide 8 by 25 and you get .32, or 32 percent. For a more sophisticated tally, cross reference several questions, such as *how* many senior boys own cars? How often do juniors and seniors eat out each month?

		Total	Average
_____	1. Sex: A. Male B. Female		
_____	2. Class: A. Senior B. Junior C. Sophomore D. Freshman		
_____	3. How often do you read the school newspaper? A. every issue C. occasionally B. almost every issue D. never		
_____	4. How many people read your copy of the newspaper? A. 1 C. 3 E. 5 B. 2 D. 4 F. 6		
_____	5. Which do you prefer: A. advance stories telling of upcoming activities B. follow-up stories telling about what has already happened		
_____	6. Why do you read the school newspaper? A. for news information B. for sports stories C. for stories about people D. for investigative stories E. for entertainment F. for notices of upcoming events G. for coverage of past events H. for opinions I. for something to talk about		
_____	7. In the school newspaper, do you read: A. front page B. inside news pages C. entertainment pages D. sports pages E. feature/human interest pages F. pages devoted to a single subject G. opinion pages		
_____	8. Rank these newspaper sections from most favorite to lest favorite: A. front page B. inside pages C. opinion pages D. sports pages E. entertainment pages F. feature pages		

4

Market survey practice

DIRECTIONS: Photocopy *this* page. Have everyone in the class complete this survey. Then tally the class survey results on the blackboard. *Turn your raw* data into percentages by dividing the data number *by* the total number of surveys. For example, if you have a class of 25, and 8 people say they eat at hamburger places 10 or more times a month, divide 8 by 25 and you get .32, or 32 percent. For a more sophisticated tally, cross reference several questions, such as how many senior boys own cars? How often do juniors *and* seniors eat out each month?

		# Survey;	Average
_____	1. Sex: A. Male B. Female		
_____	2. Class: A. Senior B. Junior C. Sophomore D. Freshman		
_____	3. What is your total minimum weekly income? A. \$10 C. \$50 E. \$100 G. More: _____ B. \$25 D. \$75 F. \$150 H. None		
_____	4. How much do you spend minimum per week in any way you wish? A. \$10 C. \$50 E. \$100 G. More: _____ B. \$25 D. \$75 F. \$150 H. None		
	5. Circle any of the following items that you own: A. car E. TV I. stereo M. car stereo B. bicycle F. cable J. telephone N. personal C. motorcyle G. video game K. camera stereo D. radio H. computer L. typewriter O. sports gear		
	6. How often do you eat out per month at each type of restaurant? _____ •steak house _____ •hamburgers _____ •ice cream _____ •frozen yogurt _____ *pizza _____ *deli _____ *Mexican _____ *Chinese _____ •breakfast A. 1-4 times B. 5-9 times C. 10 or more		
_____	7. How much do you spend minimum eating out each month? A. \$10 C. \$50 E. \$100 G. More: _____ B. \$25 D. \$75 F. \$150 H. None		
_____	8. Where do you buy most of your clothes and accessories? A. Meier & Frank F. K-Mart B. Nordstrom G. Emporium C. Fred Meyer H. the gap D. Costco I. mail order E. discount store J. other specialty store		
_____	9. How much do you spend buying clothes and accesories each month? A. \$10 C. \$50 E. \$100 G. More: _____ B. \$25 D. \$75 F. \$150 H. None		

5

Filling out a contract

DIRECTIONS: Fill out the contract for the ad you've sold to Music Melodies, located at 1234 Conductor Road, Eugene, OR 97432, phone 555-5555. They want an ad for issue 3, which comes out Nov. 1. Special directions for the ad design include: emphasize they carry more than top 40 music, you can listen to tapes and CDs before buying, they have the largest selection in the city, they are open from 9 a.m. to 9 p.m. daily, and they are located just two miles from Ecology High. Music Melodies was so excited by your sales pitch that the owner went for a periodical rate agreement, and wants his 2 column by 3" ad to run in 7 issues this year, going every other issue until the last three issues, when it will run every issue. Your periodical rate is \$3.50 per column inch. He doesn't have credit yet, so he'll have to pay cash for the first issue. How much does he owe per issue? What will the total bill be?

OZONE LAYER NEWS		Ecology High 1334 Sierra Ave. Eugene, OR 97332 1-503-280-3333																																		
C O N T R A C T																																				
RATE AGREEMENT		CLIENT INFORMATION																																		
<input type="checkbox"/> Open <input type="checkbox"/> Periodical <input type="checkbox"/> Contract		BUSINESS NAME _____																																		
PAYMENT		ADDRESS _____																																		
<input type="checkbox"/> Cash Received _____ <input type="checkbox"/> Credit OK'd by _____ <input type="checkbox"/> Approved <input type="checkbox"/> Denied		CITY/STATE/ZIP _____																																		
The publication is authorized to publish an advertisement of the size indicated in each issue number checked below:		PHONE _____																																		
<table border="1"> <thead> <tr> <th>ISSUES</th> <th>AD SIZE</th> </tr> </thead> <tbody> <tr><td><input checked="" type="checkbox"/></td><td>1</td></tr> <tr><td><input type="checkbox"/></td><td>2</td></tr> <tr><td><input type="checkbox"/></td><td>3</td></tr> <tr><td><input type="checkbox"/></td><td>4</td></tr> <tr><td><input type="checkbox"/></td><td>5</td></tr> <tr><td><input type="checkbox"/></td><td>6</td></tr> <tr><td><input type="checkbox"/></td><td>7</td></tr> <tr><td><input type="checkbox"/></td><td>8</td></tr> <tr><td><input type="checkbox"/></td><td>9</td></tr> <tr><td><input type="checkbox"/></td><td>10</td></tr> <tr><td><input type="checkbox"/></td><td>11</td></tr> <tr><td><input type="checkbox"/></td><td>12</td></tr> <tr><td><input type="checkbox"/></td><td>13</td></tr> <tr><td><input type="checkbox"/></td><td>14</td></tr> <tr><td><input type="checkbox"/></td><td>15</td></tr> <tr><td><input type="checkbox"/></td><td>16</td></tr> </tbody> </table>		ISSUES	AD SIZE	<input checked="" type="checkbox"/>	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3	<input type="checkbox"/>	4	<input type="checkbox"/>	5	<input type="checkbox"/>	6	<input type="checkbox"/>	7	<input type="checkbox"/>	8	<input type="checkbox"/>	9	<input type="checkbox"/>	10	<input type="checkbox"/>	11	<input type="checkbox"/>	12	<input type="checkbox"/>	13	<input type="checkbox"/>	14	<input type="checkbox"/>	15	<input type="checkbox"/>	16	AUTHORIZED SIGNATURE _____ DATE _____
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		NEWSPAPER ACCOUNT REPRESENTATIVE _____																																		
		AGREEMENT																																		
		THE CLIENT NAMED ABOVE AGREES to purchase _____ column inches of advertising space per issue in _____ issues of this newspaper at \$_____ per column inch. Cost of the advertisement for one issue is \$_____. Total cost for all ads contractually obligated to run: \$_____.																																		
		THIS CONTRACT CONSTITUTES AN AGREEMENT between the client and the publication named herein. The client agrees to provide either a camera-ready advertisement or the art and copy necessary to create an advertisement. The publication requires that black and white copy be provided to us. Colored ink or paper is unacceptable.																																		
		THE DEADLINE for placing advertisements is Wednesday prior to publication. Cancellation of advertising will not be accepted after Friday. We accept camera-ready ads as long as they are sized correctly. Ad copy should be submitted no later than the Friday before publication. Payment is required upon the signing of this contract, or upon approval of the proof.																																		
		RATES. See current Rate Card for rates, publication dates and policies. Preferred rates are given to clients who agree to run a minimum number of ads during the school year. The level of rate discount depends upon the frequency of publication. All ads must fill at least 6 column inches.																																		
		CREDIT may be extended to those clients who qualify for periodical or contract rates. It is necessary to first complete a credit application which must be approved by the business manager or adviser. Credit accounts are payable at the end of each month. Payments should reach our office no later than the tenth day of the following month. If payment is not received by the tenth, the publication reserves the right to revoke all credit privileges. No further ads will be published until the account is current. We reserve the right to refuse credit to anyone.																																		
		THE PUBLICATION PROVIDES TEARSHEETS as proof of publication. We will process agency billings and governmental purchase orders. The client understands the advertisement may not run if the conditions of this contract are not met.																																		
		SPECIAL DIRECTIONS FOR AD DESIGN (Continued on back):																																		

6

Locating ad prospects

DIRECTIONS: Make a copy of this sheet for each student. Divide students into small groups and assign each group a different category of advertising of interest to teenagers: fast food, music, hair care, clothing, etc. Give groups copies of the Yellow Pages, local papers, other area high school papers and issues of your paper from one to five years ago. Each person in the group must find 4 different prospects—no duplications allowed.



HOT PROSPECT:

Assigned to: _____
for issue # _____

Name _____
Business _____
Address _____
Phone _____

new current inactive
Additional information:

©1991 by Rob Melton & Sunny Stautz



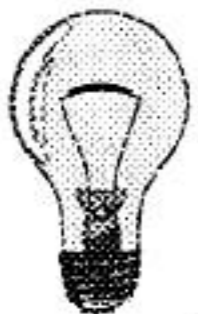
HOT PROSPECT:

Assigned to: _____
for issue # _____

Name _____
Business _____
Address _____
Phone _____

new current inactive
Additional information:

©1991 by Rob Melton & Sunny Stautz



HOT PROSPECT:

Assigned to: _____
for issue # _____

Name _____
Business _____
Address _____
Phone _____

new current inactive
Additional information:

©1991 by Rob Melton & Sunny Stautz



HOT PROSPECT:

Assigned to: _____
for issue # _____

Name _____
Business _____
Address _____
Phone _____

new current inactive
Additional information:

©1991 by Rob Melton & Sunny Stautz

7

Making the sale

DIRECTIONS: Photocopy this page. Then take out scissors and *cut* apart the separate roles to hand to students. Give students a few minutes to look over their role and their notes on answering customer objections. Have students take turns being the account rep and store manager as they role-play for the *class*. Have the class *critique* the *performance* and offer suggestions.

1.) Account Rep:

Your mission is to persuade the owner of Chez Cheri to buy an ad for the back-to-school issue. Your selling points: September is when many seniors are getting their senior portraits, and they'll want their hair to look especially good for those photos. A 2 x 3 ad that included a coupon might be very effective. An open rate ad would be \$24. Your market survey says that students in your school spend an average of \$18-40 when they get haircuts. Two other local hair places are already advertising.

1.) Chez Cheri Hair Design store manager

You've never advertised in a high school paper before. Is it worth the money? How many kids pay for their own haircuts? Wouldn't it be better to advertise in the paper their parents read? How expensive are these ads? Do they really work? How many kids would the ad reach? Why should you buy **now**?

2.) Account Rep:

You are trying to persuade Music Melodies to buy an ad for your holiday special. You have a great idea for a 2 x 5 ad emphasizing holiday gift-buying. From your market survey, you know over 75 percent of your school's students have stereos or CD or tape players. You know they spend hundreds of dollars annually on music.

2.) Music Melodies store manager

You don't think you got any business from that coupon you ran two years ago. It was a 2 x 2 ad and you don't think it worked. You're not sure it's worth the trouble to deal with student newspapers.

3.) Account Rep:

You are trying to sell a series of ads to Toni's Burger Bar. In the past, the owner has purchased several 3 x 3 ads during the year, and if the owner will plan ahead and sign a contract for a periodical rate, for six issues, or a contract rate, for 10 issues, it will save money. The ads can be geared to attracting a crowd after games during football, basketball and softball seasons. Your market survey showed 50 percent of your students eat out at hamburger places an average of once a week, for either lunch or dinner.

3.) Toni's Burger Bar owner

While you've advertised in the past, money is a little tight this year. You've lost some business to the big franchise that moved in just down the street and you don't think you can keep donating to the school paper, much as you'd like to.

8

Unit 2 Quiz

I Vocabulary: Match the definitions with the correct vocabulary word from the following list:

- | | | | |
|-----------------|-----------------|------------------|----------------|
| A. media packet | D. account rep. | G. ad proof | J. circulation |
| B. column inch | E. rate card | H. market survey | K. ad contract |
| C. ad prospects | F. frequency | I. client | L. open rate |

1. _____ refers to the number of copies you print of each issue of the paper.
2. All your **necessary** sales information and forms like rate sheets, are kept in a _____
3. When a business agrees to put advertising in your paper, it becomes your advertising _____
4. Advertising size is measured by the _____
5. _____ refers to how often you produce a paper—weekly, every two or three weeks, monthly.
6. The _____ tells an advertiser how much you charge per column inch, and your terms.
7. Finding out what your readers spend their money on and where they shop is called a _____
8. An advertiser who buys an ad for only one issue is usually charged an _____
9. The student who identifies a prospect, sells him an ad and gets the proof OK'd is the _____
10. People who might possibly buy an ad in your paper are identified as _____

II. True or false?

1. ___ A rate sheet and contract are the same thing.
2. ___ Your cash and credit policies should **be** listed in your ad terms.
3. ___ A handout with your specifications is necessary for merchants who provide you with camera-ready ads.
4. ___ People who used to advertise in your paper are often prime ad prospects.
5. ___ A business manager is needed, no matter how small your staff.
6. ___ Never try to close a sale assuming the advertiser will buy.
7. ___ Calling an advertiser on the phone is just as good as calling on her in person.
8. ___ Advertising can be educational for the reader.
9. ___ **If** you don't make a sale the first time, don't call back; they're not interested.
10. ___ A prospect list shouldn't include businesses that advertise in the town paper.

III. Fill in the blank:

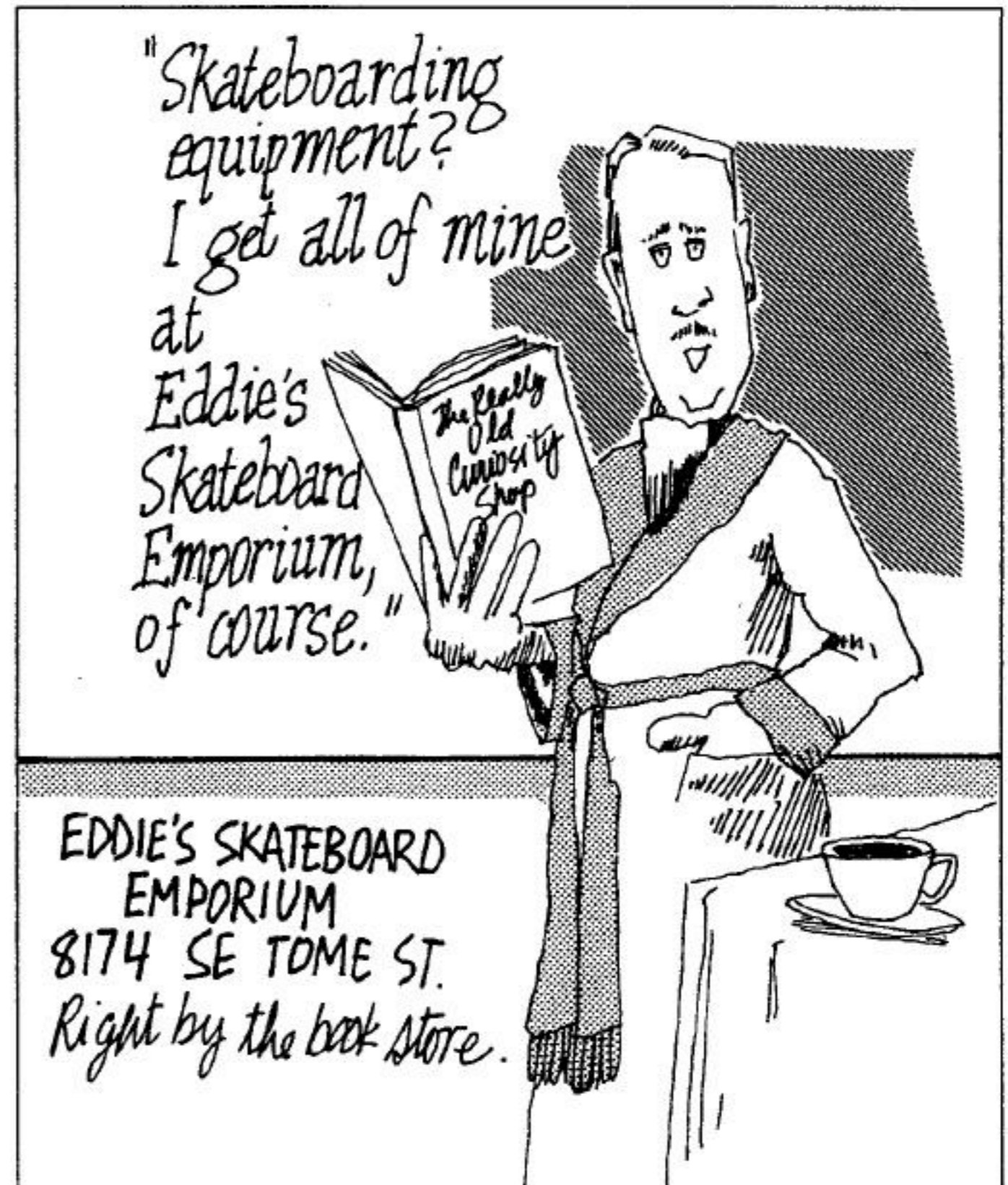
1. The initials AIDA stand for attention, interest, _____ and _____
2. Customer billing should be done by the _____, the _____ or the _____
3. Camera ready copy is a correctly sized _____ or _____
4. One important factor in building a store's image is _____
5. Business manager duties can include _____ and _____

3

The advertisement

When you have completed this unit you should be able to

- define advertising.
- see the product from the consumer's point of view.
- use the basic advertising appeals or product benefits in your ad.
- gather essential facts about the product and prospective consumers.
- analyze the facts to create a selling strategy.
- identify the types of products and services that appeal to teenagers.
- design an ad that includes the five basic elements.
- avoid the three cardinal sins.
- use basic typography terms.
- select high-quality typefaces that are appropriate for the advertiser's message.
- write short, snappy benefit headlines.
- dummy ads onto the page
- redesign weak ads.



Overview

Hurray, you sold an ad! Now what? Do you know how to design an effective ad? If you're like most high school journalists — and their teachers — you probably answered "Um, sort-of." And the ads you're designing reflect the "um, sort-of approach."

This unit offers a survival guide for those who've never, ever had a graphic design course but recognize the ads we're creating look — well, like those volcano models we made in third grade science, complete with crummy paint job. If you want your ads to look more like those created by professionals, keep reading. This is a trouble-shooting unit for crummy ad design, with examples of what to do, what not to do, and some great design ideas you can steal, legally, to put pizzazz into your ads.

Step 1 defines advertising and ad copywriting strategies. Skip this if you already can recite the five elements in your sleep and need to go directly to the nitty-gritty of Step 2, the three cardinal sins of bad ads. Step 3 discusses ad design, and Step 4 will take a typical ad and show you how to re-design it, step-by-step. The Appendix includes templates of ads in the most common sizes for high school newspapers.



What is advertising?

Step 1: Researching and copywriting

In earlier days, advertising was a form of paid news. To guarantee their news was published, merchants would pay editors in cash or, particularly on the frontier, in goods or services. Ads looked more like late-breaking news bulletins than much of the advertising we see today. But much has changed since then, including the basic definition of advertising.

According to Wright, Warner and Willis, in their book *Advertising*, (3rd edition, McGraw-Hill Book Company, New York, 1971):

"Advertising is controlled, identifiable persuasion by means of mass communication media." (p. 10)

Although the American Marketing Association recommends this definition, it neglects a point or two:

"Advertising is any paid form of **nonpersonal** presentation and promotion of ideas, goods, or services by an identified sponsor." Paid is a key word here. Would we really run all those ads if we weren't paid for them? Of course not! It also helps us to remember we're talking about material things-goods, as well as the less tangible services and ideas. Products must be sold from the consumer's point of view, as this explanatory anecdote from *Advertising* (pp. 379-380) shows:

The board chairman of the Scripps-Howard newspapers, Charles E. Scripps, in an address before the Advertiser's Club of Cincinnati, once related an anecdote that clearly illustrates the difference between selling points and benefits. A sales manager for a manufacturer of small tools was lecturing his salespeople:

"Gentlemen," said the sales manager, "I want to show you the very latest thing out of our laboratories." At this point he paused and took from his pocket a small twist drill, the kind everyone uses to drill holes in wood or metal. "I want you to know all about this," the sales manager continued enthusiastically. "This is a 5/8" drill. It's exactly 6 3/4" long. It's made of a new secret alloy that will outlast anything on the market." He went on and on, describing how their research department had determined just the right degree of twist, the angle at the point, the strength and hardness. Then he said, "Gentlemen, there are 3.5 million 5/8" drills sold in the U.S. every year. Every garage mechanic, carpenter, machinist, plumber, electrician, home mechanic — everyone who works with tools — has to have one. But gentlemen, let's just keep one thing in mind: Not a single one of those people want a drill. What they want is holes."

ATTENTION! SINNERS!

**Hot Stuff Coffins
Asbestos! Asbestos!**

My Factory at **Shelbyville** is turning out a line of **Asbestos Coffins** that are rapidly going out of sight. **No one need fear the hereafter**, as I guarantee to see a **corpse** through without **singeing a hair.**

W. PARKER LYON,
Philanthropist and
Furniture King

Fig. 1: Early advertising consisted mostly of paid news. Sometimes outrageous promises and claims were made, as in this example from the Fresno, Calif., Expositor.

Advertising defined



10 questions to ask about your product

Journalists say the essential element is, 'What did the folks do?' But when you're writing advertising copy, you have to turn that around and ask, 'What will it do for the folks?' To answer this question, review the following checklist of basic advertising appeals or product benefits, from Charles L. Whittier, *Creative Advertising* (Holt, Rinehart and Winston, Inc., New York, 1955, pp. 62-72). Will the product, service or idea:

1. Make the purchaser feel more important?
2. Make the purchaser happier?
3. Make the purchaser more comfortable?
4. Make the purchaser more prosperous?
5. Make the work easier for the purchaser?
6. Give the purchaser greater security?
7. Make the purchaser more attractive? Or better liked?
8. Give the purchaser some distinction?
9. Improve, protect, or maintain the purchaser's health?
10. Appeal to the purchaser as a bargain?

ACTIVITY 3.1 ▶

Find examples of each advertising appeal and attach to this worksheet.

Find out more about the product

Ads are built from facts about the product and the prospective purchasers. Before an ad can be prepared, the copywriter must first gather essential information about the product. Here are more questions to answer, to prepare yourself (from *Advertising* pp. 370-377):

- What is it made of?
- How well is it made?
- What does it do?
- How does it compare with the competition?
- How can it be identified?
- How much does it cost?

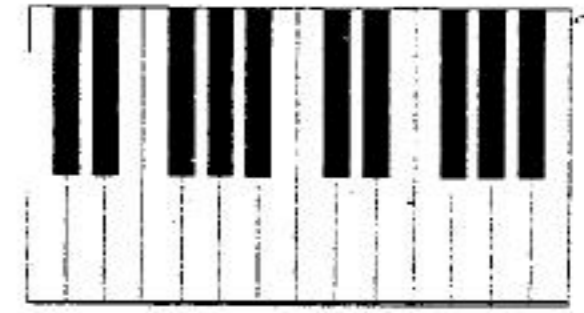
Find out more about the prospects

So much for the product. Next, you must discover the essential facts about the prospects (those who would purchase the product or those who may influence its purchase) by asking the following questions:

- Is it used by men, women or both?
- What age group dominates?
- Is income a critical factor?
- Does occupation affect the purchase?
- Who influences the purchase?
- What other characteristics identify the best prospects?

Create a selling strategy

Once all the facts have been gathered, they must be analyzed to create a selling strategy. Simply put, this is a concise statement



Learn to play modern popular piano

Chord theory & improvisation - the perfect background for pop, rock, jazz, songwriting.
For a FREE first lesson or inquiry call
Jim Mulac 337-4820.

Fig. 2: This ad clearly tells interested readers what it will do for them.

Future Rock Stars:

- New Strat-style electric guitar
- Amp (has built-in distortion and channel-switching)
- Guitar chord & strap

all for only \$199!

Check out our other great deals on new and used guitars, and our blues and rock workshops.

Denny's Music
Northwest School of Guitar
135 SW Third Ave
Downtown Portland
(503-223-0390)

Fig. 3: This ad is built from facts about the products. It is effective because it packages all the necessary equipment into one offer.



of the selling points the product has, the benefits or satisfactions these offer to the buyer, and which of these are the most important in view of the advertisement's objective.

Remember, a high school newspaper's ads are geared toward a very specific market. Advertisers for this market usually are peddling a product used by teens, a service used by teens or an idea to try and influence teens' thinking. If teens aren't interested, don't want it, can't use it, why are you running the ad in your paper? It won't benefit your readers or your advertiser. Sure, we're all hard up for money, but teens represent such a huge market surely you can find the right kinds of ads, no matter how big your town is.

Ads sell goods, services and ideas to teens

What are the types of ads you should be looking for?

*Goods: music, sporting goods, clothing, gifts, flowers, food, books, games, jewelry, videos, even big-ticket merchandise like stereo systems, tape decks, computers, appliances, cars.

*Services: restaurants, repair shops, hair salons, tanning salons, gyms, health clubs, classes, lessons, dance clubs, cleaners, photo studios.

*Ideas: political ads, armed forces recruiting, clubs, counseling department, vocational schools, colleges and universities, governmental agencies, health clinics.

ACTIVITY 3.2 ▶

Divide the class into groups of 3-4. Each group will choose a product to market to teenagers in a newspaper advertisement. List important facts about the product and about teenagers who would purchase the product. After analyzing your facts, discuss the selling points the product has, the benefits the product offers to the buyer, and which of these will be most important to emphasize in the ad. Present your group's finds and advertisement to the class.

**Think AIDA—
Attention, Interest,
Desire, Action**

OK, on to ad components. Here's a mnemonic scheme from *Advertising* (p. 384) for remembering them: think AIDA, for Attention, Interest, Desire, Action.

Attention — The ad should first attract the prospect's attention


Interest — Create an interest in the product, service or idea

Desire — Create a desire the reader will want to fulfill

Action — Tell the reader how to act to fulfill that desire to purchase the product, service or idea.

Not all ads require all of these elements in great detail, but all four of these structural elements must be used to create a believable message.

'Dr. Christine Blakeney



Ph. 651-5530
317 E. Grand River Ave.

*I'm proud to support
such a fine newspaper.*

Fig. 4: Avoid running ads which are donations to the newspaper. In the long run, it doesn't do either of you any good. Often an ad is sold because the merchant wants to support the schools, but you should still try to help them drum up business. This ad could be improved by mentioning services provided to teens and office hours.



Five elements every good ad will contain

Finally, here it comes, the five components every ad should contain:

1. Art or photo and caption, if needed
2. Benefit headline/Subhead
3. Copy (the pitch)
4. Close/Action (the sale)
5. Identification (the business's name, address, phone, hours, directions, etc.)

The art

Let's go over each in more detail:

- Art can be a drawing, a photo or type used as a graphic element.

- Use simple layouts. A single art element is most effective, especially in smaller ads, where space is at a premium.

- Put caption under a photo, so we know what we're looking at — the new Tour de France mountain bike, the computer model XTQZ, the dinner special.

- Get story appeal in your illustration:

- * Before-after photos make a point better than words.

- * Photos of the product are often the most effective selling tool.

- Use clip art if you don't have a staff artist who can use screens, shading and professional ink pens to create a good graphic. Amateur art looks awful.

Benefit headline

- * Grabs the reader's attention and interest.

- The headline idea should promise to deliver a benefit, "news" about the product, or appeal to their curiosity.

- Use humor, creativity or provocativeness in order to attract attention in a headline.

- * Use the headline to flag your prospective customer: For example, in *First*, a magazine aimed at working women ages 20-50, "Great news for mothers of cavity-prone children" was the introductory headline for AIM toothpaste.

- Use long headlines. On the average, they sell more merchandise than short ones. They can run as long as 20 words.

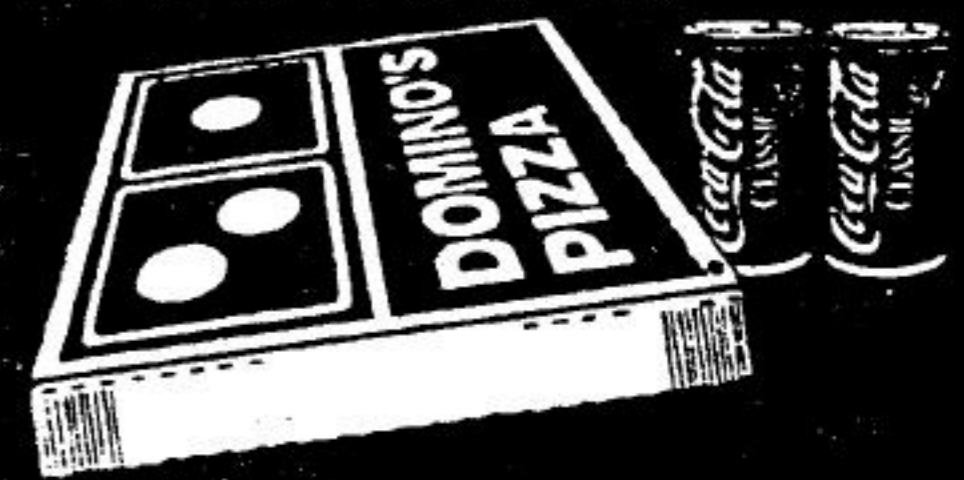
- * Use a *headline extension*, a second headline or subhead that serves as a bridge that relates the original reader interest idea to the product.

Copy expands the pitch

- * The presentation and support of product claims, also called the pitch, is made here.

- Sell positive benefits in your product.

WE'RE OPEN FOR LUNCH.



\$2.00 OFF

Get \$2.00 off the regular price of any large cheese pizza with 2 toppings or more.

Dec. 31, 1988

Valid only at
16660 Chagrin location
991-7037

Valid at participating locations only. Not valid with any other coupon or offer.



NAME _____
ADDRESS _____



Fig. 5: This ad is effective because it incorporates the five essential components: The art work is instant identification of the products; the benefit headline clearly targets the lunch crowd, and is followed by an effective bridge, the "\$2.00 OFF" subhead; the copy states the pitch clearly ("Get \$2.00 off the regular price of any large cheese pizza with 2 toppings or more.") and incorporates the call to action ("Coupon expires Dec. 31, 1988"); finally, the business name, location and telephone number are at the bottom of the ad.



Close, or
call to action

- Offer evidence to back up your product claims.
- Don't be afraid of long copy when you have a complex story to tell.
- Testimonials must be memorable and persuasive.
- Let them know why they need this product.
- This is the suggestion for action by the reader, or a summary of the idea to be accepted.
- Some actions are indirect or mental — the acceptance of an idea or an attitude toward a company or a cause.
- Most ads, however, are designed to get the reader to do something — to come to a particular store, to select a particular brand from the supermarket shelves, or to write for more information or a sample.
- The surest way to get someone to do something is to ask them.
- The closing idea should include all the information necessary for the reader to act, including identification of store, hours, times, deadlines, etc.
- Give the prospect some motivation when you suggest action: make a special offer with a time limit, a special price or special terms.
- Use both rational and emotional appeals to stimulate the action you want.
- Avoid closing with a weak suggestion such as "See your dealer."
- For mail order questions or orders, provide a coupon. Place coupons in lower right-hand corner of page. Always give a coupon expiration date!
- Give business name, address, phone, hours, directions.
- Use company logos.
- Avoid making the business name your headline or dominant art. What you're offering is usually more important than who's offering it.

Business
identification

Fig. 6: One of the best ways to get customers into the store is to give them a deadline. That is why coupons are an effective way to build store traffic. Another technique is to sell packages, such as the one in Fig. 3.

ACTIVITY 3.3 ►

Find an advertisement that has all five parts of a good ad: art or photo; benefit headline/subhead; copy (the pitch); close/action (ask for the sale); and business identification. Look for an advertisement that does all five things really well. Cut out the advertisement and paste it onto this sheet of paper. Draw a line to each part of the ad and label it. Discuss its strengths and weaknesses.



For further reading:

Karolevitz, Robert F. *Newspapering in the Old West: A Pictorial History of Journalism and Printing on the Frontier*. New York: Bonanza Books. 1965.

Roman, Kenneth and Jane Maas. *How to Advertise: A professional guide for the advertiser. What works. What doesn't. And why*. New York: St. Martin's Press. 1976.

Whittier, Charles L. *Creative Advertising*. New York: Holt, Rinehart and Winston, Inc. 1955.

Wright, John S., Daniel S. Warner and Willis L. Winter, Jr. *Advertising, Third Edition*. New York: McGraw-Hill Book Company. 1971.



Step 2: The three cardinal sins of bad ads

Now that you know what an ad should contain, let's turn a critical eye to the ads we find in most high school newspapers. Problem ads, the ones that look hopelessly amateurish and can cause a disgruntled advertiser to refuse to pay, usually have committed one or more of the three cardinal sins:

1. — the material to be copied is of poor reproduction quality;
2. — the typefaces selected are all wrong for the job, or
3. — the way elements are combined in the ad was a disaster

After you've read this section, test yourself by looking through high school exchange papers and other local publications for real, live ads. Look at them carefully to see how many of the three faults you can find.

Sin No. 1: Material to be copied is of poor reproduction quality

We've all had them — the advertisers who hand us a business card, envelope or stationery with their logo, or an ad ripped from another paper or the yellow pages, or a 3 x 5 color photograph of their grandniece in the store, which you're supposed to enlarge to fill a quarter of a page. And struggle as you may, the resulting ad comes out smeared, with funny lines, fuzzy or illegible. The trick to solving this problem lies in discerning what will and won't reproduce well. If you know it won't reproduce, save yourself and your client a lot of trouble and "Just Say NO" to their proffered art. If you offer alternatives, most advertisers will be willing to go for what looks good.

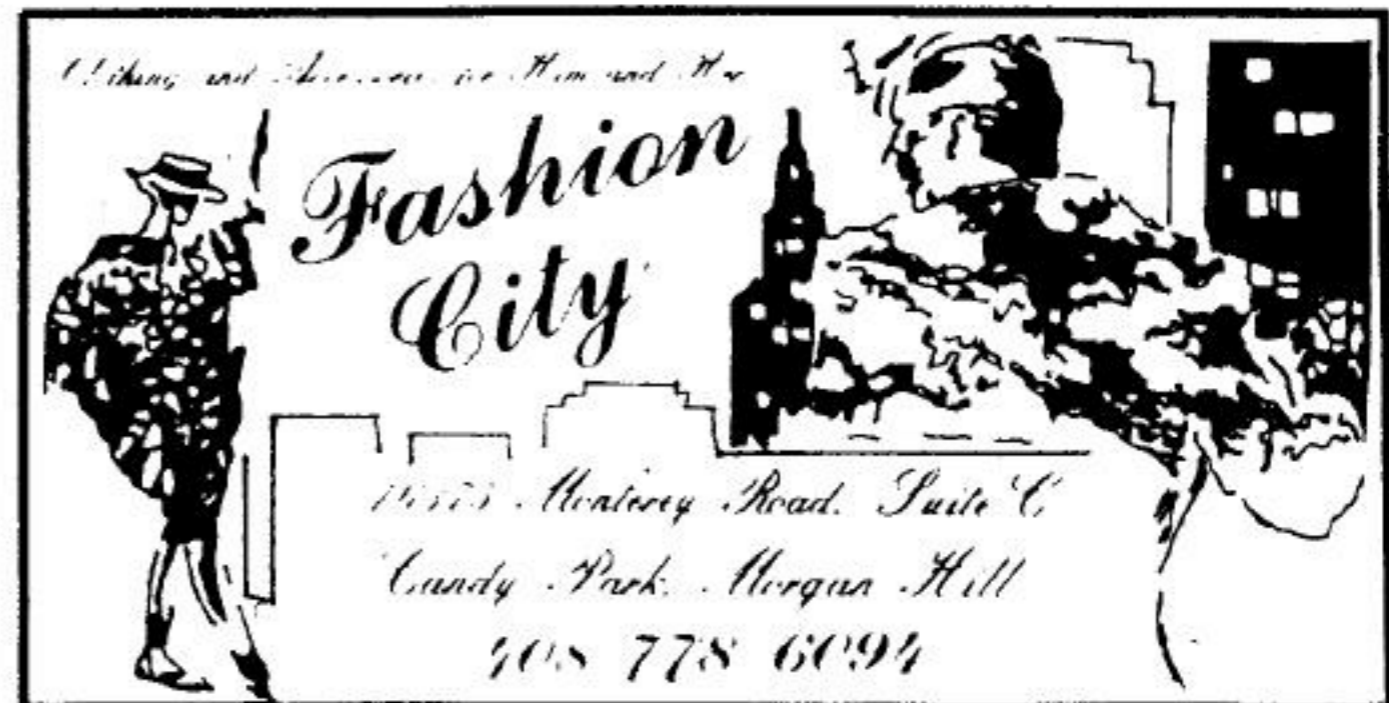


Fig. 7: Business cards with foil printing or fine lines do not reproduce well.

Just say no to:

strange colored inks or paper

What won't reproduce well?

- Things printed on medium or dark-colored paper stock.

Skip the brown or red business cards, the blue or green stationery, the aqua or tan envelope. By the time you lighten it enough, the words may be lost. Or instead of a white background you'll have fuzzy gray, making it impossible to read.

- *Light or medium-colored inks.

Gold and silver can be especially bad. They look so flashy on the card and hardly show up in the ad. Tell your advertiser if it's not dark blue, black or dark red ink on a white card, reproduction quality will suffer.



drawings with fine lines

**Fine-lined drawings or type.*

Newsprint is not made for very finely detailed drawings, so what looked like clean, sharp lines on the store logo can become smudged blurs, even when it was black ink on white stock. It helps to reduce a drawing when placing it in the ad, rather than enlarging it.

Already-screened photographs

**Already-screened photos.*

To print a photo, of course, it has to be reproduced as a half-tone, which is nothing more than a pattern of dots. When the printer has to screen a printed photo, putting an overlay of new dots on the old ones, you get a moire pattern — wiggly lines that drive eyes crazy. Ask the advertiser for the original photo. And ask for it in white not color. It is possible to get a black and white print from a color negative, but the print will lack contrast and the wiggly lines in the image.

Over-enlarged art

**Photos, type or art enlarged too large or reduced too small.*

The bigger you enlarge, the more the flaws show and the "fuzzy factor" increases. In general, it's better to draw the art oversized and then reduce it. But there's a point of diminishing returns. Avoid pinhead people or complicated scenes shrunk so small no one has a clue as to the art's content. Anything smaller than about a 2 x 3 inch, or wallet-size, photo, better be of a single item, not the entire kitchen staff behind the grill of Bertha's Big Eats.



Fig. 8: Clipping an ad out of an old issue is a bad idea. The background, which is supposed to be solid black, begins dropping out and the type begins to blur.

Using old newspaper ads

**Reproducing an entire ad that has already been printed on poor-quality stock, like your own newspaper.*

How many of us have been guilty of this one? The hamburger stand runs every other issue and somewhere about the middle of the year, the original ad, or PMT, disappeared. In desperation, the ad manager whips out the scissors and hacks the ad out of the paper from two issues ago. Bad idea. It may save you once in an emergency but you really need to go back to the drawing board and create a new original. You shouldn't run the same ad copy every time anyway.



Fig. 9: Loss of detail in type and art occur when you run a copy of a copy of a...



As you reproduce reproductions, they start dropping detail. Ever seen a photograph that has been photocopied? All the gray starts to drop out. And if you photocopy the photocopy, eventually all you have are the black and white areas. In each successive copy, the type also becomes more blurred, until eight point type or smaller becomes a blur of half-letters. The borders break up, the lines crumble and the image practically dissolves before your very eyes.

Ask the advertiser for his original artwork, not newspaper reproductions. Most advertising agencies will supply you with a good quality PMT if not the original work. If you have to use it repeatedly, then have the printer make you a PMT and lock up the original. When the copy becomes grubby, reproduce your stored PMT, then put it back in storage. If you store your reproduction of the reproduction, quality will slowly diminish, just like some of the examples shown here.

Sin No. 2: Wrong typefaces

The type style you select for an ad helps convey the tone of the ad, just as the art or copy does. When you run six different styles, or incompatible styles in an ad, it'll look bad, even if all the other elements are fine. Type conveys an image just as art does, only most of us never look at type with an artist's eye.

A professional printer's available type styles are enough to stagger the imagination, ranging from traditional to simulated handwriting. Before going any further in this section, we need to define a few terms, to make sure everyone's on the same wavelength.

- **typeface**: an alphabet style and all its variations or fonts, including Roman (regular), Italic (slanted), Light (lighter than regular), Bold (darker than regular), Black (extra dark), Condensed (narrow), Expanded (stretched), outlined or shadowed versions.

- * **font**: all characters in a certain size and style. Times Bold 10 point is a font; Times 10 point is a separate font.

Did You Know
The ASVA B
on 24 NOV 7:30 AM
could qualify
you for over
\$18,000 college \$
Guard it! 280-6007
Army National Guard\$

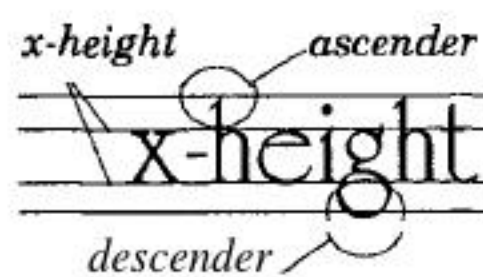
Fig. 10: This ad looks like a ransom note. It has too many type styles that are incompatible with each other, and the size of type is not proportioned correctly.

Typography terms defined



This is a 1 point line. 72 of these would equal one inch.

This is a 12 point line. 6 of these would equal one inch.



Special note for newspapers using desktop publishing equipment

***serif**: type that has small ornamental lines, or brush strokes, added to the letters, like the tiny "feet" on *ns* or *is*. Serif copy is actually easier to read than sans serif copy in long blocks because those tiny lines help visually connect the letters.

***sans serif**: the extra brush strokes have been eliminated.

***point**: a typographer's unit to measure the height of type. There are 72 points to an inch, 6 points in a pica. Most text, or body copy, is set in 8 to 12 point type. Below 6 point gets pretty tough to read. In a very large ad, 14 or 18 point can be used for body copy. In a small ad, that may be the size of the **attention-getting** message or "headline." Type is measured from the top of the ascender to the bottom of the descender.

•**pica**: a typographer's unit to measure the width of type. There are 6 picas to the inch. A standard five-column tabloid paper has columns about 11 picas wide, with a pica between columns.

•**x-height**: the height of the lowercase letters, not counting any ascenders or descenders. A bigger x-height means shorter ascenders and descenders, and lines of type that appear to fit more closely together. A smaller x-height means lots of space for ascenders and descenders, creating the illusion of space between lines.

***leading** (rhymes with sledding): added space between lines of type. One to two points of lead between lines gives optimum readability to body text. It's needed when the typeface has a big x-height, just to make the type more readable. Most sophisticated computer programs for desktop publishing let you select either automatic leading or manual leading. Automatic leading is usually going to give the most legible copy. You'd select manual in order to cram more words in the ad, to keep two or more lines of large type from being too far apart, or to create special effects, like initial cap letters.

NOTE FOR DESKTOP PUBLISHERS: B.C. — Before Computer — we told the printer which typefaces we wanted on the ad, and we had to count characters to make sure what we chose would fit the space. The printer had plenty of choices but because character counting was so much trouble, most of us didn't get too fancy with our choices. Then computers changed everything, and in just five short years.

When desktop publishing first started, the typefaces available for the first LaserWriter were limited to two traditional classics, Times and Helvetica.

There wasn't enough memory to hold additional fonts and to download a specially-purchased font meant removing one of the resident choices, so not too many people bothered. It did keep the pages from becoming a hopeless hodge-podge of conflicting types, but the ads tended to look a lot like the copy, and people photocopied letterhead they couldn't reproduce, creating cardinal sin No. 1 above. In just two years, the next LaserWriter tripled the number

The various weights and styles of a typical sans serif family—Helvetica:
Helvetica Light
Helvetica Light Italic
Helvetica

Helvetica Italic
Helvetica Narrow
Helvetica Narrow Italic
Helvetica Narrow Bold
Helvetica Narrow Bold Italic
Helvetica Bold
Helvetica Bold Italic
Helvetica Black
Helvetica Black Italic

The typefaces below are all 72 dpi resolution bit-mapped fonts printed at installed screen sizes. These fonts are actually created by turning on little dots, or pixels (for picture elements), next to each other to create the shape of the letters. There are 72 pixels in one square inch. Bit-mapped fonts allow you to see an approximation of your page on the Macintosh screen. If you print to a 72 dpi ImageWriter dot matrix printer, it looks just like what you see on the screen. This is where the term WYSIWYG ("wissy-wig") came from. Enlarged, this type gets a bad case of the jaggies and is hard to read.

Geneva 12
Chicago 12
Monaco 12
New York 12
Los Angeles 12
San Francisco 14
London 18

Venice- 14
Cairo 14-a 72 dpi picture font:





The Chicago Jaggies

of on-line fonts, adding so many available fonts you can use a new one every ad — except, you know, of course, the resulting clash of type styles would win your school the "Most hideous Design" award.

A word of warning: Many Mac-produced papers, stymied (sic) by the cost of buying new typefaces, turn to the cheaper fonts available for printing with the ImageWriter, including those with city names like Geneva, Monaco and Chicago, resident on the Mac, as well as London, San Francisco, Los Angeles, Boston, New York. The problem with all these city-named fonts is that they were not designed for the LaserWriter, and they'll come out with little jagged edges, even if you select the smoothing option from the printing command on your computer. These fonts were designed in a program that bit-maps, creates images from practically microscopic squares called pixels. They look like computer type, and the bigger you print them, the more the jagged edges show up. They should never be used in yearbook ads and almost never in newspaper ads. Some of the fonts, when printed small enough, will lose that jagged edge look on newsprint, but your best bet is to avoid those fonts like the plague. Even if all the other elements of your ad are well-done, choosing a bit-mapped font will make your ad look amateurish. END OF COMPUTER NOTE

Examples of typefaces available

Times

Whether you pay to have someone set type, or set type yourself, many of the following typefaces will be available to you:

•**Times** — a nice tight serif that reproduces well and is perfect for newspaper copy or short column widths.

**Helvetica
Courier**

•**Helvetica** — a sans serif that reads well in any size.

•**Courier** — simulates monospaced typewriter style.

Συμβολ

•**Symbol** — to give assorted specialized letters like this: αφκ-δφκλε, most commonly associated with math or fraternity lists.

Palatine

•**Palatine** — with delicate lines; lovely, but doesn't always reproduce well on newsprint in smaller sizes.

the Recording Studio



**This Christmas
Whisper Sweet Nothings
to the One You Love!**

**Record Your Voice
Over Our Music**

One Song; \$9.95

Two Songs: \$15.95

Located at THE CITADEL

Fig. 11: Bit-mapped fonts should never be used. Especially in larger sizes, the type begins to show the jaggies, which makes it hard to read. With only a 72 dpi resolution, bit-mapped fonts can't begin to approach the resolution quality of an outline font.

The typefaces at the bottom of this page and the top of the next page are all available for the Macintosh and LaserWriter and can be effective choices for the right ad. Type is expressive and helps convey important information about the product, service or idea.



Bookman

•**Bookman** — with more full, rounded letters which takes up more space. It is excellent for display heads when capital letters are used.

New Century Schoolbook

•**New Century Schoolbook** — so close to Times that only people who study type can tell the difference. It is easier to read in wide column widths like those used in books.

Zapf Chancery

•*Zapf Chancery* — which simulated calligraphy, with fine tines on ascender and descender strokes and a very small "x" height, which makes for plenty of space between lines. Also not great for newsprint and hard to read in all caps or small sizes.

Avante Garde

•**Avante Garde** — a contemporary sans serif with thin, more delicate lines and a large x-height, making it easy to read in any size.

Helvetica Narrow

•**Helvetica Narrow** — an electronically narrowed sans serif giving new meaning to the word condensed.

Goudy Oldstyle

•**Goudy** — a classic, graceful serif typeface with a small x-height.

Optima

***Optima** — a highly legible sans serif used often in advertising. It is known for its classic elegance and simplicity.

Souvenir

***Souvenir** — casual and informal, good for ads and display type as well as text.

Lubalin Graph

▪**Lubalin Graph** — very legible, even on newsprint, very strong type.

Aachen Bold

•**Aachen Bold** — very black, best for headlines, squared, powerful-looking letters.

Freestyle Script

**Freestyle Script* — simulates handwriting, for a casual look.

Choosing the correct type style

OK, now you know the terms and the styles. Next, students — and their teachers — picking ad type need to stop and take into consideration a few basics:

*Newsprint does not reproduce fine lines well, so fonts with fine lines can lose part of the letter in smaller type sizes. Fine line fonts to be avoided in small sizes are Optima and New Century Schoolbook.

*Yearbooks, on the other hand, are usually on high-quality paper stock, which shows detail so well that larger headlines will clearly reveal you've used a laser font rather than a professional-

Fig. 12: Avoid handwriting or homemade calligraphy in ads. If it's done professionally it can look beautiful, but the above example shows why it should usually be avoided.



ly-printed one, because the edges of the letters aren't crisp. While it doesn't really look dot-screened, it doesn't look professional, either.

*Ornate type styles like Zapf Chancery are not good for body copy in an ad, and should be used where an elegant feeling is appropriate...prom dresses, flower shops, Valentine's Day sale, not the newest iron gym in town, the fast food place or the record store.

•Since bold sans serif type looks more casual than serif type, in most cases, it wouldn't be as appropriate for a very posh restaurant, beauty salon or clothing store.

•And speaking of amateur, please, no homemade calligraphy. It almost always looks bad. Many times students succumb to deadline pressure and just write in the forgotten coupon expiration date or store hours. It's immediately noticeable and always looks bad.

When you don't have a lot of fonts to choose from, avoid using the same size and style for lengthy ad copy and for your regular newspaper page copy, or the same size and style for ad headlines and page headlines. The ads will blend into the page. But more variety isn't necessarily better. Using more than three typefaces in an ad, just as on a page, usually looks bad.

How do you choose the right type style? What do you need? Lots of words in the ad, detailing all the sale items, the conditions and whatnot? Better pick a typeface that looks good in smaller sizes, called body copy sizes — from 12 point down to 8 point. Not much copy, so you need to take up more space? Pick a typeface that has fat letters like Bookman. An attention-getting headline that screams at the reader? Aachen Bold will do it. Your typefaces within the ad shouldn't be wildly contrasting, either. ALL the type contributes to the feeling of the ad, so don't throw in a casual style and an elegant one, or styles that differ wildly in the way the letters are formed. For example, Bodoni and Cheltenham don't really look all that good together. It's not a bad idea to limit access to fonts.

Remember, you need contrasting sizes of type in an ad. When everything's printed the same size, it's not interesting to read. Use reverse type judiciously (white lettering on a black background).

Fig. 13: This effective ad uses contrasting sizes and weights of type to get its message across.

No more than three typefaces in a single ad

**ACTIVITY 3.4** ▶

*Find examples of typefaces with **personality** from professional magazines or newspapers: casual, contemporary, bold, fancy, beautiful, bright, funny, informative, serious, classic. Cut them out and attach to a sheet of paper, labeling each clearly, or use Worksheet 4.*

Sin. No. 3: Poorly designed ad overview

The third deadly sin is the poor arrangement of elements in the ad. Design can make or break an ad. Relax, it shouldn't be totally new territory for you. After all, some of the very same elements that make for good page design make for good ad design. What, you don't know anything about page design either? Sorry, that's a separate publication, but keep reading anyway; what you learn here can be applied there, too.

Design is so important that we decided to make it a separate step, so turn the page and follow along.



Step 3: Designing the Advertisement

A good ad is going to catch the reader's attention, then interest him/her in the product, create a desire (either for more information or for the product itself), and finally, sell the product. You know this, you just read it in Step 1.

Assuming we have good art and a nice typeface, all we have to do is plop the elements down in a pleasing pattern. Your ad needs:

1. art
2. headline
3. copy
4. closing
5. identification

And when you combine those five elements, you need to remember some basic design guidelines:

• **balance:** Where items are placed in relation to the optical center of the ad which is NOT the exact center. Optical center is slightly to the left and slightly above the mathematical center.

Formal balance is when the left and right-hand sides of the ad mirror each other. Informal balance is when they do not, but instead move lighter, smaller units farther away from the optical center to balance larger or heavier units. It sounds more confusing than it is.

What you have to remember is that perfectly-balanced things are static, or boring. When everything's the same size, you interrupt eye movement and confuse the reader. You create eye movement by unequal balance either left/right or top/bottom. You create what the artsy-types call "tension" by leaving white space around type. And because perfectly-balanced things are static PERFECTLY SQUARE ADS ARE BORING! Don't sell the ad shapes that make a perfect square if you can possibly avoid it. No 1x2 or 2x2 or 3x6's. Make your advertiser choose RECTANGLES.

*simplicity: Avoid crowding with too many elements, so the message is lost. Overly-elaborate borders and small art usually just clutter up the ad. And as for too many type styles — of course you know better than that, because you've just read all about the second deadly sin!

*gaze motion: How you want the person's eyes to move across the ad. It's usually attained by having some element, like

Informal balance
is best in most ads

Keep it simple

Make the eye
look into the ad

Fig. 14: This ad is an example of formal balance. The use of all caps makes it even more difficult to read.



art or type or photo, point to or look toward the next element. A simple example: in an ad for tuxedos, the person looks toward the words, not out of the ad.

Use a dominant element

• **dominant element:** Something has to serve as a focal point for the reader's eye, to tell it where to start. That focal point is the dominant element. It can be a headline, a single, large art or a repeating series of smaller illustrations, or even a large block of copy.

Keep borders plain and simple

• **borders:** The ad's shape is defined by its borders, which are almost always black lines. Ornate borders are a bad idea. The ad's message, not its borders, should attract the reader. Don't let a borderless ad slip in there; it'll look bad. The lines should not be too thick — one or two point lines are best — but they can be of differing widths. You can create borders within borders by how you align text blocks, headlines and art. Allowing this extra white space makes for a more contemporary ad design than having the ad elements run right up to the ad border.

No grubby, homemade art

• **art:** whenever possible, use illustrations of the product. It's a proven, effective sales technique. The illustration usually is the largest or heaviest part of the ad. Illustrations should be good-quality, either from clip-art books, or from student work — done by computer or with artist's black fine ink pens, white bond paper, and screens. Pencil-smudged creations on notebook paper are out.

Another note for desktop publishers

DESKTOP PUBLISHERS NOTE: If you use computer-generated art, you can run into the same problems you have with computer-generated typefaces. Many drawing programs are bit-mapped, which creates the jagged-dot images. While that may be acceptable for shading, it doesn't look great on geometric shapes that should have smooth lines. Programs like SuperPaint 2.0 and Aldus Free-Hand 2.0 are now available that auto-trace around bit-mapped images, converting them to the smooth lines you want. Or choose a program that lets you do text, geometric shapes and borders smoothly, then switch to bit-mapped for other details. (Earlier versions of both programs above do this. If you have to choose between the old MacPaint and MacDraw, pick the Draw program. SuperPaint has both draw and paint layers.) Before you buy any electronic clip art, make sure you see it printed so you can tell if its bit-mapped or not. EPS art is usually not bitmapped and is of a higher quality, but so is the price. Some very detailed 300 dpi bitmapped art still looks good enough to use on a laser printer,

Fig. 15: This ad is small but packs a lot of punch. The benefit head reads across the top and the shoe acts like an arrow, directing the reader's attention back to the copy and store name.

Fig. 16: This ad uses informal balance. Tension is created by the placement of headline, art and text and white space elements.

Fig. 17: perfectly square ads are boring. There is no tension in this ad. There's no benefit head and the art (a sewing machine) is menial.



but so much of what is for sale is amateurish and not worth the money. You'd be better off buying non-computer clip art books and using them.

If no photos or drawings are available, the type itself can become a kind of illustration. Varied letter size or tilted or curved letters break up the look of the text.

*headlines: usually the biggest words are a short, snappy sales pitch, to catch the reader's attention. Re-read Part I if this doesn't sound familiar. Unfortunately, many students design the business name as the "headline" rather than a sales pitch.

Unlike newspaper headlines, these don't have to be complete sentences. Sometimes just a word is perfect for the main, attention-getting head, followed by bridging subheads. True, heads can be effective when in ALL CAPITAL LETTERS, but all caps is harder to read than caps and lowercase, which is harder to read than sentence-style. The headline or art is most often close to the page's optical center, or at least in the upper half, to lead into the text.

*text, or body copy: Gives the reader more information for the sales pitch including the item descriptions, price, restrictions, the business location, hours, phone number and name. It should also have a call to action. Remember the five elements of a good ad? You want your reader to go out and buy, buy, buy. (Advertising is not necessarily always capitalistic. Public services ads can warn of everything from dangers of smoking to pleas for donations.)

It should never get so small that it can't be read clearly. Six point is the lower limit. Remember, the more copy present, the larger the ad needs to be, or else no one will want to wade through all the fine print. Again, sentences aren't mandatory; vivid words are

Headlines are a short, snappy sales pitch

Body copy says why to buy

Fig. 18: Short and snappy headlines are best.

Fig. 19: An effective way to create white space is to make the ad border smaller than the actual ad size and have something extend out beyond the border. Breaking the rectangle pattern of advertising blocks catches people's attention.



Fig. 20: This ad effectively employs everything you've learned in this chapter. It has a strong benefit headline. The art directs your eye down the copy. Notice how the cane points to the name of the store, and how the leg directs you to the store's address. The copy uses all the right words to attract a young man's attention. The pitch, "Right On styling for a young man's fantasy Prom," contains some basic advertising appeals (perhaps to make him happier, more attractive and distinctive) in addition to targeting the intended audience (young men). The white space is effectively distributed throughout the ad.

DANCE THE NIGHT AWAY...

The Lord West
Spencer is
designed for
dancing. Fine
tuned. Upbeat.
Racy. A brand
new idea in
Formal fashion.
"Right On"
styling for a
young man's
fantasy Prom.
LORD WEST



Renaissance
Bridal

Old Mill
Shopping Center
Omaha, NE
498-0900

**Give your ad
breathing room
with white space**

• **white space:** The best ads are not chock-full of items, squeezed as tightly as you can between the borders. Areas of text, art and headlines are balanced by areas of blank space to give items "breathing room." Without white space, the ad's elements become lost. And in general, white space should be able to "escape" to the outside edges.

White space contrasts with the rest of the news page and tends to attract more attention than a bogging pile of text and illustrations. Be a bit stingy with your words in an ad; conciseness creates more white space. Another way to create white space is to have the ad border smaller than the actual ad size, then extend some elements beyond the border. Breaking the rectangle pattern



Run a proof copy to the advertiser

also catches attention, as long as it is not overdone.

• **a proof copy** should be returned to the advertiser for a final OK before the ad is pasted up onto the pages. Generally major revisions of an ad are not allowed at this point. This process also releases your publication from responsibility for any errors that might appear in the ad. A sample proof form is shown in Figure 21.

Fig. 21: A proof of every ad should be delivered to the advertiser with an approval slip.

Arranging ads on the page

• **ad location** on the page is also important. The advertiser likes it when the ad touches regular news copy because the proximity to stories helps bring in more readers. But most newspapers have moved away from ads stair-stepping up the page and now favor modular ad stacks. Largest ads are still placed on the bottom, in a corner, then smaller ads on top. Either an "L" shape or a rectangle are acceptable arrangements. You can create a rectangular module of all your ads, even if they won't fit together like neat little building blocks in to a rectangle, just by placing them against a screened background.

Dear Advertiser:

This is a photocopy of your ad. Please look it over carefully for errors in spelling, wrong phone number, changes in hours, etc. We want your ad to be correct and we want you to be happy with it. After you've okayed this proof, you bear responsibility for its contents, so please take an extra minute now to review your ad. Thank you for your business.

OK OK with changes

Ad approved by _____

ACTIVITY 3.5 ▶

Find examples of advertisements that use the different design elements. Cut out each ad and paste it on this worksheet. Attach additional sheets of paper if necessary. Label each one clearly.

ACTIVITY 3.6 ▶

Examine each of the advertisements your teacher will show you. On a sheet of paper, critique each advertisement, noting as many weaknesses as you can find and suggesting what can be done to improve it.

For further reading:

Nelson, Roy Paul. *The design of advertising, Second Edition*. Dubuque, Iowa: Wm. C. Brown Company Publishers. 1973.

Rehe, Rolf F. *Typography: how to make it most legible*. Carmel, Indiana: Design Research International. 1974.

Romano, Frank J. *The TypEncyclopedia*. New York: R. R. Bowker Company, 1984.



Step 4: Step-by-step design

Ready to put all this into practice? Not yet? Well, watch once as we redesign the following advertisement. Believe it or not, this ad really appeared in one of our high school newspapers:

Did You Know
The ASVAB
on 24 NOV 7:30 AM
could qualify
you for over
\$18,000 college \$
Guard it! 280-6007
Army National Guard\$

Our "ad-from-hell" looks more like a ransom note than a recruiting advertisement for the Army National Guard. Nobody should let an ad that looks this bad go into their newspaper. Stand up right now and take the pledge. Repeat after me: "I, (state your name), pledge to stamp out rotten ads."

Where do we begin? With the basics. Turn to the next page and follow along, step-by-step, as we develop a more effective ad for the Army National Guard.



**Did You Know
The ASVAB**

**on 24 NOV 7:30 AM
could qualify
you. for over
\$18,000 college \$**

**Guard it! 280-6007
Army National Guard \$**

STEP A: There are two basic things which can be done to make this a better ad. First, complete the border rather than being open at the top. Second, reset the copy so it is all in the same typeface.

Did You Know The
ASVAB on 24 Nov 7130
AM could qualify you
for over \$18,000
college \$

Guard it! 280-6007
Army National Guard

STEP B: The copy has been reset in Avante Garde 18 point. The 6 point border was too heavy, so let's look at this ad with several different borders to see which is most effective. (These borders were set using Page-Maker's available lines.) Here we've used a dotted line border. It looks too much like a grocery store coupon. Hardly appropriate!

Did You Know The
ASVAB on 24 Nov 7:30
AM could qualify you
for over \$18,000
college \$

Guard it! 280-6007
Army National Guard

STEP C: Plain lines are best most of the time. The message, not the border, should attract the reader's attention. This border uses a Harvard rule — two lines: one thick, one thin. It has a rather formal look, like an old-fashioned engraved wedding invitation. It doesn't say armed services to me. Does it to you?

Did You Know The
ASVAB on 24 Nov 7130
AM could qualify you
for over \$18,000
college \$

Guard it! 280-6007
Army National Guard

STEP D: This is a 2 point border. It is acceptable for almost all small to medium size ads. Considering how light the typeface is, though, it probably is still a bit too heavy. A discrete line weight is called for in most ads.



Did You Know The
ASVAB on 24 Nov 7:30
AM could qualify you
for over \$18,000
college \$

Guard it! 280-6007
Army National Guard

STEP E: This is a 1 point line — clean, discrete and functional. So far it is the best of the options we've explored. As a general rule, it's best to design ads with a 1 or 2 point border. Many newspapers have a policy of using the same line weight around all ads.

Did You Know The
ASVAB on 24 Nov 7:30
AM could qualify you
for over \$18,000
college \$

Guard it! 280-6007
Army National Guard

STEP F: This is a hairline rule, the lightest rule available. It looks great on book or magazine paper, but does not reproduce well on newsprint. We've really gone too far here, The line just doesn't have enough impact. So far the ad layout is simple: All text is centered. This is called formal, or symmetrical, layout. It is not always the most appealing or attention-getting layout.

Did You Know?

The ASVAB on 24 Nov 7:30 AM
could qualify you
for over \$18,000
college \$

Guard it! 280-6007
Army National Guard

STEP G: Let's take another look at the ad, Hmmm. just resetting the copy wasn't enough — the ad still needs some punch, Maybe we should enlarge the first couple of words and make them bold to add emphasis. Then we should make the rest of the copy a bit smaller, That's starting to look better!

\$18,000+ scholarship

You can qualify
by taking the ASVAB test on
Tuesday, Nov. 24, 1988 at 7:30
a.m. in the Counseling Center.
When you join the Army National
Guard, you guarantee yourself a
college education and career
opportunities, For more informa-
tion, phone 280-6007.

Guard it!
Army National Guard

STEP H: The truth is, this ad needed a major overhaul. The benefit headline — you remember, the one that's supposed to attract the reader's interest — is pulled from the original copy and featured prominently at the top of the ad. The copy has been rewritten, and emphasis at the top and bottom of the ad is created with bold type, Now it's really starting to look better!



\$18,000+ scholarship

You can qualify
by taking the ASVAB test on
Tuesday, Nov. 24, 1988 at 7:30
a.m. in the Counseling Center.
When you join the Army National
Guard, you guarantee yourself a
college education and career
opportunities. For more informa-
tion, phone 280-6007.

Guard it!
Army National Guard

STEP I: A simple technique to attract attention is to reverse the type. Unfortunately, concentrating this much black in one place on the page can throw off the balance of a page, in small doses it works well, but when everyone does it, it is no longer effective. Use this technique sparingly and it will work well for you.

\$18,000+ Scholarship

You can qualify
by taking the ASVAB test on
Tuesday, Nov. 24, 1988 at 7:30 a.m.
in the Counseling Center. When you
join the Army National Guard, you
guarantee yourself a college education
and career opportunities. For more
information, phone 280-6007.

Guard it!
Army National Guard

STEP J: Once a functional basic design is created, you can experiment with different type styles to find one that aesthetically speaks the same message as the content of the ad. The blackletter typeface here is too formal.

\$18,000+ scholarship

You can qualify
by taking the ASVAB test on Tuesday,
Nov. 24, 1900 at 7:30 a.m. in the
Counseling Center. When you join the
Army National Guard, you guarantee
yourself a college education and career
opportunities. For more information,
phone 200-6007.

Guard it!
Army National Guard

STEP K: On the other hand, this typeface is too casual. Maybe we should just stick with our first choice, Avante Garde. Remember, typefaces project a definite personality, and sometimes it will be at odds with your intended message. If it doesn't look right, don't use it. Trust your eye.

\$18,000+ scholarship

You can qualify
by taking the ASVAB test on Tuesday, Nov.
24, 1988 at 7:30 a.m. in the Counseling
Center. When you join the Army National
Guard, you guarantee yourself a college
education and career opportunities. For
more information, phone 280-6007.

Guard it!
Army National Guard

STEP L: There are a variety of typographic treatments designers use if art is not available. Above, I've built in additional white space around the outside to help draw the reader's attention to the ad. The dotted line shows the actual space I had to work with. Notice there is very little type on the background screen, and what is there is large.



S \$18,000+ Scholarship

You can qualify by taking the ASVAB test on Tuesday, Nov. 24, 1988 at 7:30 a.m. in the Counseling Center. When you join the Army National Guard, you guarantee yourself a college education and career opportunities.

For more information, phone 280-6007.

Guard it!
Army National Guard

STEP M: Here I've emphasized the first letter of the important word, using a pop-out graphic. This is another way to add emphasis and interest to ads. The S is stretched and the Y is made bold to help pull the reader through the ad. These are called initial cap letters. This ad also uses the idea of layering to help attract attention.

\$18,000+ scholarship



You can qualify by taking the ASVAB test on Tuesday, Nov. 24, 1988 at 7:30 a.m. in the Counseling Center. When you join the Army National Guard, you guarantee yourself a college education and career opportunities. For more information, phone 280-6007.

Guard it!
Army National Guard

STEP N: Adding art or a photograph opens up even more design possibilities. Adding a photo or piece of art is done mainly to attract reader interest and to illustrate the product, service or idea. Here, the photo's use opens up some informal, or asymmetrical, design options.

\$18,000+ scholarship



You can qualify by taking the ASVAB test on Tuesday, Nov. 24, 1988 at 7:30 a.m. in the Counseling Center. When you join the Army National Guard, you guarantee yourself a college education and career opportunities. For more information, phone 280-6007.

Guard it!
Army National Guard

STEP O: I've added a drop shadow to the photograph, and lowered the border to the photo pops up out of the ad into white space. The benefit headline looks better flush right against the photo, and I've moved it up some. But now there's too much white space between the headline and the copy. Still, that should attract attention!

\$18,000+ scholarship



Guard it!
Army National Guard

You can qualify by taking the ASVAB test on Tuesday, Nov. 24, 1988 at 7:30 a.m. in the Counseling Center. When you join the Army National Guard, you guarantee yourself a college education and career opportunities. For more information, phone 280-6007.

For more information, send this coupon to Armed Services Center, 000 N.E. Sandy, Portland, OR 97212.

Name _____

Address _____

City/State/ZIP Code _____

STEP P: Using some of our previous ideas, I've added a coupon to the bottom of the ad. The text is now a bit smaller, and the "Guard It" headline is moved up for a more compact design. A special coupon border is drawn and some additional copy is added to allow readers to respond for more information.



\$18,000+ scholarship

Army National Guard

You can qualify by taking the ASVAB test on Tuesday, Nov. 24, 1988 at 7:30 a.m. in the Counseling Center. When you join the Army National Guard, you guarantee yourself a college education and career opportunities. For more information, phone 280-6007.

For more information, send *this* coupon to Armed Services Center, 000 N.E. Sandy, Portland, OR 97212.

Name _____

Address _____

City/State/ZIP Code _____



STEP Q: This ad is really the best of everything we've tried so far. It uses white type on a black background for contrast. The picture and white space at top attract the reader's attention. Contrast is created with the white space next to the photo that pops out of the ad. The coupon gives readers the chance to respond to the ad. And there you have it, a variety of ways from simple to more complex to redesign the Army National Guard's ad.

ACTIVITY 3.7 ▶

Redesign one of the bad ads from Worksheet 3.6. Your ad must include the five essential elements and use one of the design strategies discussed in Unit 3.

ACTIVITY 3.8 ▶

Now it's your turn to create an ad. Get together once again with your group. Use the information from Worksheet 3.2 to build your newspaper advertisement. Make sure your ad has the five essential elements, and uses one of the design strategies discussed in Unit 3. Design 3–4 ads — one for each member of your group. Make sure each ad ties in with the slogan/theme/jingle and the selling points that you created on Worksheet 3.2.

ACTIVITY 3.9 ▶

*You are to design a public service advertisement for the high school newspaper. Possible themes could include, but are not limited to, the newspaper, yearbook, service clubs, student store, PTA, drug awareness, drinking and driving, counseling services, teen hotlines, teen health concerns, college planning, etc. The ad must be able to run in almost any issue. The ad cannot **be** tied to a specific event, although "seasonal" messages are allowed. As with any good ad, they should include the five essential elements. The ad must **be** one of the following sizes: 1x2, 1x3, 1x4, 2x2, 2x3, 2x4, 2x5. The ad must be camera-ready. The ad should be designed on a computer, if possible.*

1

Advertising appeals

DIRECTIONS: Find examples of each advertising appeal and write it down or attach it to this worksheet.

1. *Makes purchaser feel important.*

2. *Makes purchaser feel happier.*

3. *Makes purchaser feel more comfortable.*

4. *Makes purchaser feel more prosperous.*

5. *Makes work easier.*

6. *Gives purchaser greater security.*

7. *Makes purchaser more attractive or liked.*

8. *Gives purchaser some distinction.*

9. *Improves, protects or maintains purchaser's health*

10. *Appeals to purchaser as a bargain.*

2**Create a sales strategy**

DIRECTIONS: Divide the class into groups of 3-4. Each group will choose a product to market to teenagers in a newspaper advertisement. List important facts about the product and about teenagers who would purchase the product. After analyzing your facts, discuss the selling points the product has, the benefits the product offers to the buyer, and which of these will be most important to emphasize in the ad. Present your group's findings to the class. The presentation will include:

Product: _____

Brand name: _____

Facts about product: _____

Facts about audience: _____

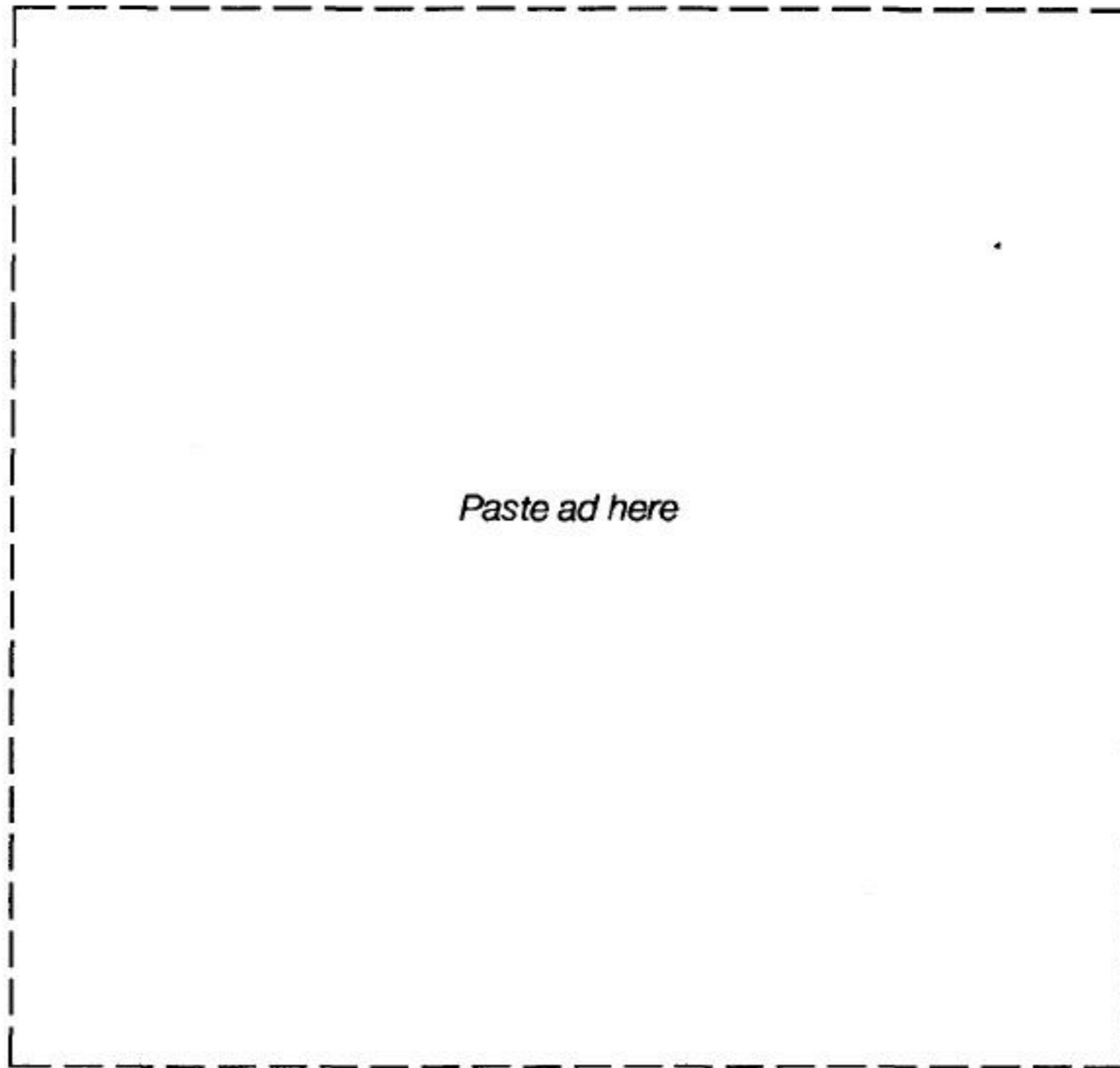
Selling strategy: _____

Key selling point: _____

Theme/Slogan/Jingle: _____

3**Ad components**

*DIRECTIONS: Find an advertisement that has all five parts of a good ad: art or photo; benefit headline/subhead; copy (the pitch); close/action (ask for the sale) and business identification. Look for an advertisement that does all five things **really** well. Cut out the advertisement and paste it onto this sheet of paper. Draw a line to each part of the ad and label it. Discuss its strengths and weaknesses.*



Strengths: _____

Weaknesses: _____

4

Typography

DIRECTIONS: Find examples of typefaces with personality from professional magazines or newspapers: casual, contemporary, bold, fancy, beautiful, bright, funny, informative, serious, classic. Cut them out and attach to this sheet of worksheet.

- A. Casual
- B. Contemporary
- C. Bold
- D. Fancy
- E. Beautiful
- F. Bright
- G. Funny
- H. Informative
- I. Serious
- J. Classic

A.

B.

C.

D.

E.

F.

G.

H.

I.

J.

5

Design elements

DIRECTIONS: Find examples of advertisements that use the different design elements. Cut out each ad and paste it on this worksheet. Attach additional sheets of paper if necessary. Label each one clearly.

- A. Formal balance
- B. Informal balance
- C. Crowded
- D. Simple
- E. Gaze motion
- F. Dominant element
- G. Art
- H. Benefit headline
- I. White space

6

What's wrong?

DIRECTIONS: Examine the following advertisements. On a separate sheet of paper, critique each advertisement, noting as many weaknesses as you can find and suggesting what could be done to improve it.

Gift certificates available

FREE Christmas gift with a tan purchase

Drawing for **2 FREE** Tanning Packages on December 23

Ayala's 576-4980
Tanning Salon
 AMERICAN WOLFF SYSTEM

New customers only
 Bring this ad in for a **FREE TAN**

4 Beds

By Appointments only 856 S. 25th at 9th Ave. 6:30 A.M.-9 P.M. Daily

CEITRONICS

775 COMMERCIAL STREET SAN JOSE CA 95112

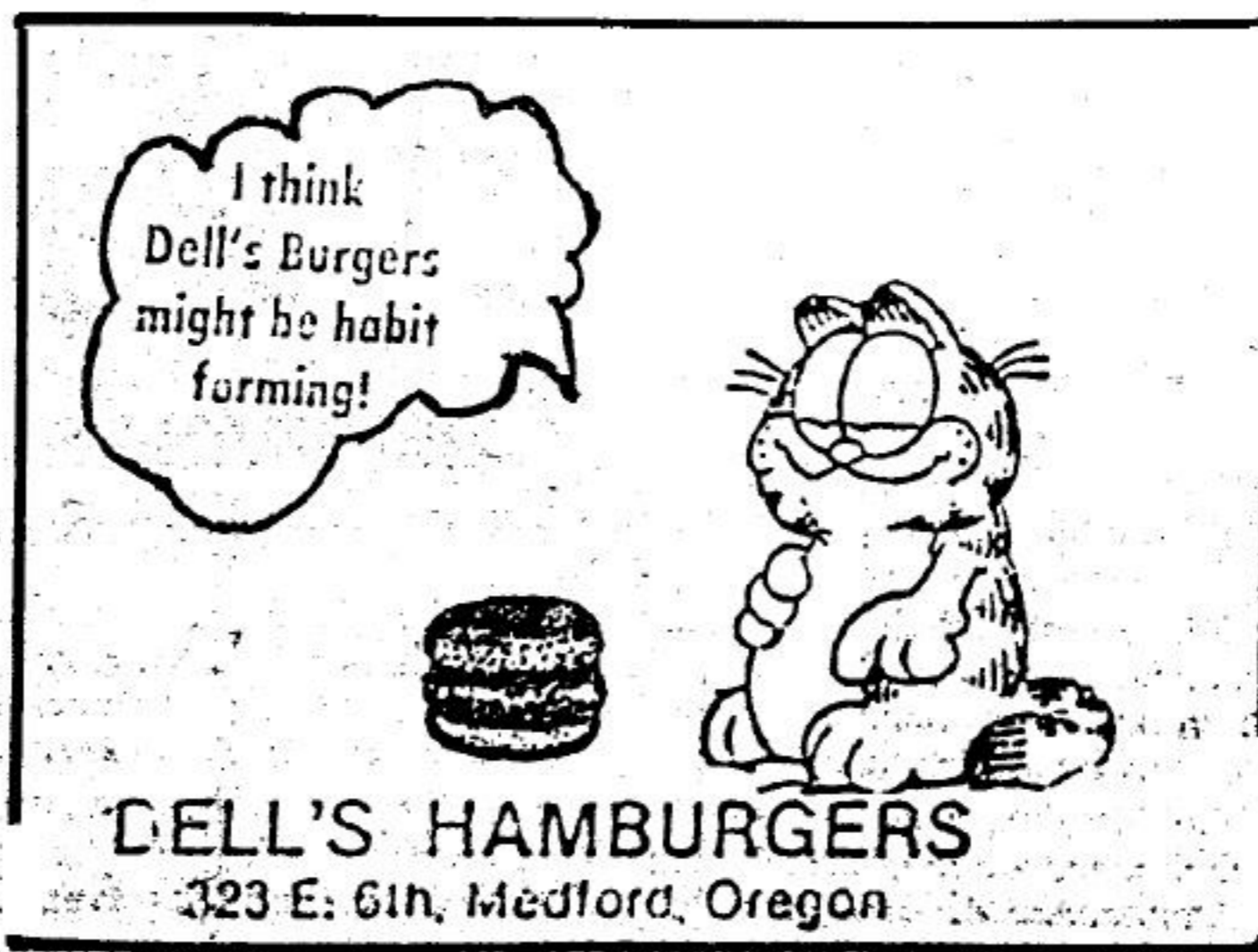
408.298.2230

AUDIO ■ VIDEO ■ SECURITY
 SYSTEMS

6

What's wrong?

DIRECTIONS: Examine the following advertisements. On a separate sheet of paper, critique each advertisement, noting as many weaknesses as you can find and suggesting what could be done to improve it.



I think
Dell's Burgers
might be habit
forming!


DELL'S HAMBURGERS
323 E. 6th, Medford, Oregon

Teens 15-18 years:
Tired of waiting for Driver Education?

SAFE WAY
DRIVING SCHOOL INC.

NOW AT PLYMOUTH-CANTON HIGH

STARTING
JAN. 9
AT 2:30
ROOM C103



Bring a \$40-50 down-
payment and a copy
of your birth certificate.

*COMPETENCY BASED
*FINISH CLASS EARLY
*PATIENT INSTRUCTORS

"CHECK OUR LOW RATES"
Regular NOW ONLY
Rate \$115 **\$105**
WITH THIS COUPON ONLY
BRING TO THE FIRST CLASS

For more info, call
either number below.
349-9217
292-4747

SIGN UP NOW

6

What's wrong?

DIRECTIONS: Examine the following advertisements. On a separate sheet of paper, critique each advertisement, noting as many weaknesses as you can find and suggesting what could be done to improve it.

JRs & SRs DASH FOR CASH

IN ADDITION TO OVER \$250.0 IN
PAID TECHNICAL TRAINING, YOU
MAY BE ELIGIBLE FOR A \$2000 OR
\$1500 CASH BONUS.

DIAL FOR DOLLARS

280-6007

MARLENE HELQUIST

OREGON ARMY GUARD

**ALL DRIVING SCHOOLS
ARE THE SAME. WRONG!**



680-3954

TEENAGE DRIVER'S ED
VAN T. SMITH DRIVING SCHOOLS

344-3954

Classes start each Monday

We take for instruction permit test
Night, downtown, and freeway driving
You get the training you pay for.

FREE TRANSPORTATION FROM MARSHALL

Defensive Driving-Court and insurance approved

—One Day or Two nights

4727 Manitou Callaghan-Loop 410

WE DON'T CANCEL CLASSES

7

Improving ad design

DIRECTIONS: Redesign one of the bad ads from Worksheets 3.6. Your ad must include the five essential elements and use one of the design strategies discussed in Unit 3.

8**Create your own ad**

DIRECTIONS: Now it's your turn to create an ad. Get together once again with your group. Use the information from Worksheet 3.2 to build your newspaper advertisement. Make sure your ad has the five essential elements, and uses one of the design strategies discussed in Unit 3. Design 3-4 ads — one for each member of your group. Make sure each ad ties in with the slogan/theme/jingle and selling points discussed in Worksheet 3.2

9

Create a PSA

DIRECTIONS: You are to design a public service ad for the high school newspaper. Possible themes could include, but are not limited to, the newspaper, yearbook, service clubs, student store, PTA, drug awareness, drinking and driving, counseling services, teen hotlines, teen health concerns, college planning, etc. The ad must be able to run in almost any issue. They cannot be tied to a specific event, although "seasonal" messages are allowed. As with any good ad, they should include the five essential elements. The ad must be one of the following sizes: 1x2, 1x3, 1x4, 2x2, 2x3, 2x4, 2x5. The ad must be camera-ready. The ad should be designed on a computer, if possible.

10

Unit 3 Quiz

I. Vocabulary: Match the definitions with the correct vocabulary word from the following list:

- | | | | |
|---------------------|-------------------|---------------|----------|
| A. benefit head | D. pica | G. proof copy | J. art |
| B. gaze motion | E. identification | H. border | K. copy |
| C. dominant element | F. closing | I. typeface | L. serif |

- ____ 1. When type has small, ornamental brush strokes, it is called a _____.
- ____ 2. The part of an ad that includes information necessary for the reader to act, including store *i.d.*, is the _____.
- ____ 3. A typographer's unit to measure type, equal to 1/6 of an inch, is a _____.
- ____ 4. The _____ gives the store name and/or logo in the advertising copy.
- ____ 5. The line around an ad, usually in 2 point, is called a _____.
- ____ 6. Any photo, drawing or graphic element in an ad is called _____.
- ____ 7. How you want the person's eyes to move across the page is called _____.
- ____ 8. A phrase or sentence in large type in the ad that grabs the reader's attention is the _____.
- ____ 9. An alphabet style and all its variations, including italic, bold, condensed, etc., is called a _____.
- ____ 10. A photocopy of the ad as it will appear in the paper is called a _____.

II. True or false?

1. ____ In an emergency, you can use an ad cut out of an old issue of the paper, if you've misplaced your PMT.
2. ____ The pitch in your ad copy should offer evidence to back up your claims.
3. ____ What style of type to use is an important element in ad design.
4. ____ Newsprint does not reproduce fine lines well, so hairline borders and rules should be avoided.
5. ____ A benefit headline shouldn't be just the store's name and logo.
6. ____ Whenever possible, use illustrations of the product as your art.
7. ____ A perfectly square ad is boring because perfectly balanced things are static.
8. ____ Ads should try to fit as much information—words, art, and photos—as possible into the space purchased.
9. ____ Things printed on medium or dark-colored business cards don't reproduce well as ad *art*.
10. ____ Avoid using the same typestyle for your ad headlines as your regular news story headlines.

III. Fill in the blank:

1. One example of a sans serif typeface used in this chapter is _____.
2. On a Macintosh computer, fonts to avoid are those with city names because _____.
3. Three cardinal sins of crummy ads are: _____ and _____.
4. Two examples of an ad that won't reproduce well are _____
and _____.
5. Every ad should include: art, _____ and identification.

4

Business management

When you have completed this unit you should be able to

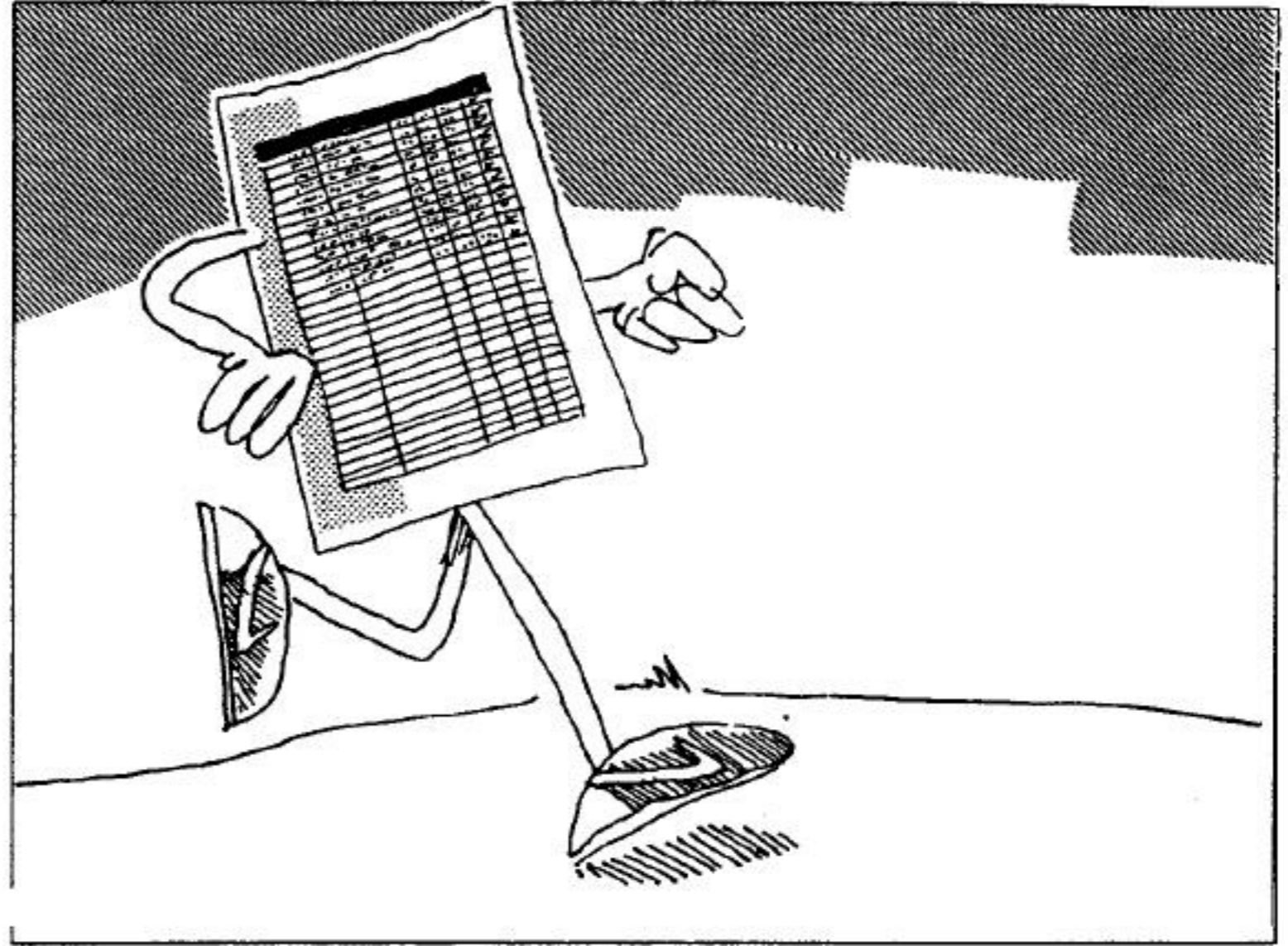
make a run sheet for your advertising.

use dummy pages to assign ads.

create a billing form for your school's paper.

identify a strategy for collecting on delinquent accounts.

set up an integrated form and data base for billing if you use Microsoft Works, Apple Works or other programs that will let you print merge.



Overview

This unit is all about how to run your newspaper like a business. You will learn how to set up and keep track of all the advertising that is scheduled to run with a run sheet. Then you'll learn how to assign ads to pages and the right and wrong way to dummy them on a page. Finally, you will learn how to prepare bills and collect money from your advertisers, including how to handle people who don't want to pay.

Making sure the ad runs in the paper

Your publication's business manager is the key to a profitable year. If the business manager isn't good on follow-through and sometimes fails to run ads that were supposed to be run, or doesn't coordinate billing, or loses key contracts, you may end up in financial *picante* sauce. To stay organized and on top of things, your business manager needs to be a list-maker because for every single issue, someone has to keep track of which ads are going to run, at what size and on which pages. That list is commonly called a run sheet.

Before you ever start ad sales, you'll need to have a separate run sheet for every single issue you intend to publish. It helps ensure that when an ad is sold, you'll save room for it in a particular issue.

How to use the run sheet

For example, when your account rep sells the ad for Toni's Burgers in September, you can list every time her repeating ad will run from September to June by noting it on the run sheet for that issue. Let's say Toni decides she'll run in six or more issues, so she'll get your discount rate of \$3.50 per column inch. She wants three at the beginning of the year, one just before spring



break, and two in the last issues before summer vacation. The business manager finds the appropriate run sheets for issues 1, 2, 3, 8, 11 and 12, and writes in: Toni's Burgers, 2 x 3 size, \$21 cost. Even though Toni's will drop from your pages in November, you won't forget her, because when you pull out the run sheet for March, she's already listed.

A run sheet also helps you keep track of how much money you've made in ads per issue, to see if you're meeting your financial goals. Just add up the cost of each ad on the run sheet. And if you actually—gasp—sell tons of ads, a run sheet will tell you when to halt sales, to keep your issue from looking like the weekly shopper that's 95 percent advertising.

How to make a run sheet

OK, we convinced you to use a run sheet. Now how do you make one? Well, you can photocopy the form that appears in the "Instant Ad" appendix; create your own form, like the one shown in Fig. 2; buy inexpensive ledger paper in the stationary section of any discount store and label the pre-drawn columns yourself, or you can create a run sheet on a computer database. If you choose to use computerized run sheets, however, your business manager or bookkeeper will need to update and reprint the run sheets frequently as people sell more ads that need to be included.

What should be included on a run sheet

What should be on a run sheet? The bare minimum would include:

- **The** name of the advertiser.
- **The** size of ad sold.
- **The** ad rate and total cost.

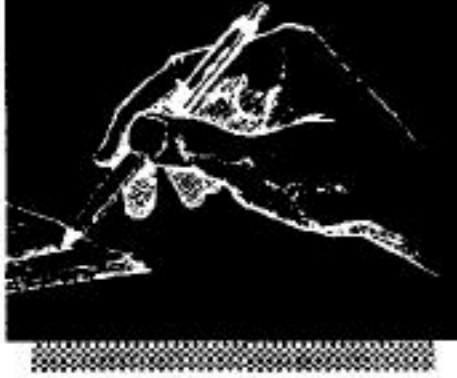
A well-designed run sheet doubles as your bookkeeping system to keep track of who's paid. For bookkeeping, you'll also need to include items like:

• **The** amount paid. Somewhere you have to keep track of who paid in advance and doesn't need to be billed. And you need to keep track of advertisers who haven't paid yet, something that won't be apparent in your daily journal. Plus you want to be able to compare how much money you estimated versus how much you have actually collected per issue. The run sheet is a good spot. You also need a payment ledger for each advertiser that tells this information. More on that in a minute.

• **Invoice** number, if you use one. While not absolutely essential, invoice numbers make you look very professional, and they're easy to do. Any logical numbering system will work. The one we like uses the date as a key part of the invoice number. Rob Melton and his students put the six-Fig. issue date first followed by a hyphen and then label the lines on the run sheet from 1 to 35 for the last two digits (#022291-14). Sunny Stautz and her stu-

Ad Run Sheet		Issue Date: 03 / 15 / 91		Issue # 8			
INVOICE NUMBER	ADVERTISER	SIZE	RATE	COST	AMT. PD.	PAGE	✓
051591-01	Nature's	2 x 3	3.00	18.00	18.00	2	✓
051591-02	Photo Photo	2 x 3	3.00	18.00	18.00	2	✓
051591-03	Sully's Candy	2 x 4	4.00	40.00		3	✓
051591-04	Hilshak's Poetry Shop	2 x 3	3.00	18.00		3	✓
051591-05	Image Unlimited	2 x 3	3.00	18.00	18.00	3	✓
051591-06	Garden's Candy Shop	2 x 4	4.00	40.00	40.00	3	✓
051591-07	La Paloma	3 x 4	4.00	48.00	48.00	3	✓
051591-08	Woman's Health Cl.	3 x 4	4.00	48.00	48.00	3	✓
051591-09	Bart Associates	2 x 3	3.00	21.00		4	✓
051591-10	Links Studio-personal	1 x 4	3.00	12.00	12.00	4	✓
051591-11	Essential Table	3 x 4	3.00	36.00		4	✓
051591-12	Melvin's Dufford pers.	3 x 4	4.00	40.00	40.00	C4	✓
051591-13	Olivera L'Vonne	3 x 4	4.00	48.00	48.00	C4	✓
051591-14	Harvey's Flowers	2 x 3	3.00	18.00	18.00	B4	✓
051591-15	Ed's Driving School	2 x 3	3.00	18.00	18.00	B4	✓
051591-16	Mykron	3 x 2	4.00	24.00	24.00	B	✓
051591-17	Portland Com. College	2 x 10	4.00	80.00		B	✓
051591-18	William College	2 x 3	3.00	18.00	18.00	B	✓
051591-19	Hilshak's Pharmacy	2 x 3	3.00	18.00	18.00	B	✓
051591-20	Taco Time	2 x 3	3.00	18.00	18.00	B	✓
051591-21	Stanley Kaplan	2 x 3	3.00	18.00	18.00	7	✓
051591-22	Outward Bound	2 x 10	4.00	80.00		7	✓
051591-23	Hilshak's K&B & TV	2 x 3	3.00	18.00	18.00	A	✓
051591-24	Oregon K&B	2 x 4	4.00	40.00	40.00	A	✓
051591-25	Essential marriage ad	3 x 4	4.00	48.00	48.00	D4	✓
051591-26	Beady Bates	3 x 4	4.00	36.00	36.00	D4	✓
27	TOTALS			897.00	822.00		
28							
29							
30							
31							
32							
33							
34							
35							

Fig. 1: This form includes all of the essentials you will need to get started. If you want to get started quickly, simply photocopy this form, available in the "Instant Ad" appendix.



dents put the year as the first two digits on every invoice, make the issue number the second two digits, and label their run sheet from 1 to 35 for the last two digits (#91-01-01). (And if you really sell 35 display ads per issue, please call us!) This method makes it really easy to find the correct run sheet and record the advertiser's payment. It makes for a simple book-keeping and accounts receivable system. Whether or not it's the same advertiser, every billing has a unique invoice number. So, for example, Toni's Burgers, the first ad you sold this year, would have an invoice number of 91-01-01 for her first advertisement, 91-02-01 for her second advertisement, etc.

- **The advertiser's street address, city, state and zip code.** This is useful if you're going to use your run sheet to make out bills. It's a real pain to have to go look up all this information by thumbing through separate contracts. But you can only fit so much on a page. If you want to add all this information, you may be better off with 8-1/2 x 14" legal paper, turned on its side.

- **The advertiser's phone number.** This way, it's at your fingertips if a crisis happens, like the ad didn't arrive in the mail and you're going to press in two hours.

Additional helpful information for a run sheet would include:

- **Who sold the ad—so** you know who's in charge of that account.

- **A space for special notes** about that ad, if needed.

- ***Whatpage the ad is to run on in that issue.** (Some advertisers prefer their ad to run on certain pages each time. Other advertisers don't care and the business manager gets to decide where the ad will run.)

Organizing run sheets

How should you organize the run sheets, to keep them from getting lost? The two easiest methods are using file folders and using three-ring binders. If you've opted for legal-sized paper turned on its side for a run sheet, you're probably stuck with the file folder method, because most three-ring binders are smaller than 12" high.

File folders

The file folder method assumes the business manager has access to a secure storage place, like a locking file cabinet, or a drawer in a desk that's off-limits to other classes. You need a file folder for each issue, clearly labeled across the top. The accordion files work well if you're going to keep more than just run sheets in the folder. Make a copy of your run sheet for each issue, and put the

Ad Run Sheet					
For issue # <u>1</u> , Date _____					
Invoice #	Advertiser	Size	Rate	Cost	Paid
91-01-01	Toni's Burgers	2 x 3	\$3.50	\$21	
91-01-02	Rice Record Co.	1 x 6	\$4.00	\$24	
91-01-03	The Bike Beat	2 x 5	\$4.00	\$40	
91-01-04	Pizza Heaven	4 x 5	\$4.00	\$80	\$80
91-01-05					
91-01-06					
91-01-07					
91-01-08					
91-01-09					
91-01-10					
91-01-11					
91-01-12					
91-01-13					
91-01-14					
91-01-15					
91-01-16					
91-01-17					
91-01-18					

Fig. 2: The form for this sample runsheet was designed using Page-Maker. The business manager then ran off 12 copies, punched holes in them and stuck them in a three-ring binder. Activity 1 in this unit will help you design your own run sheet. If you don't want to design your own form, photocopy the example in the appendix.



Run sheets must never leave the journalism room

ACTIVITY 4.1 ▶

The only thing we'd advise against is **ever** letting the run sheet leave the room. Don't let the business manager store the only copy of critical financial information in a locker, notebook, or on a dresser at home.

Photocopy the ad run sheet in the "Instant Ad Department" of the appendix. Make a copy for each of the issues you will have this year. Put the run sheets in a three-ring binder. If you want to design your own ad run sheet, use the activity 4.1 worksheet for ideas.

Organizing advertiser information

Now that you have your run sheet stored, let's take a look at what other ad information has to be filed. You want a copy of your client's signed contract, since it has details of the ad to be designed as well as information on when and where it will run. We covered how to fill out a contract back in Unit 2. You'd also want to store the ad you're supposed to run.

Sometimes the advertiser has an ad camera-ready, meaning someone designed it, did the typesetting and art, screened any photos and pasted it up. All you have to do is plop the ad in place on your page, which means you don't have to make a proof for the advertiser to approve. But smaller businesses often want you to design the ad—which is why you bothered to read all of Unit 3!

Ad proofs should be initialed by the client

Whether you design the ad with desktop publishing computers, or your printer typesets the ad for you, you need to make a proof copy for your advertiser to approve **before** you run the ad. Most of the complaints we get from unhappy advertisers stem from errors we made in their ad—usually wrong times, dates or dumb spelling mistakes. Lots of times, they will refuse to pay because of the error. We could avoid the problem altogether if everyone religiously took a proof of the ad he or she designed back to the advertiser for approval. If Cheri at Chez Cheri's OK's her ad, and initials it, and you save that initialed proof, Cheri has to pay up, even if the expiration date was wrong.

Doublecheck spelling before you sent the ad proof to the client

(A friendly tip—make sure someone who can spell has checked the ad before you send it on to advertisers. Nothing is more embarrassing than having your client point out you've misspelled "sandwiches" in the copy. Nothing, that is, except failing to make a proof and having the irate client refuse to pay for the ad because he never saw a proof and never noticed you printed the wrong phone number until after the ad came out.)

Where do you store those camera-ready ads or approved

Dear Advertiser:

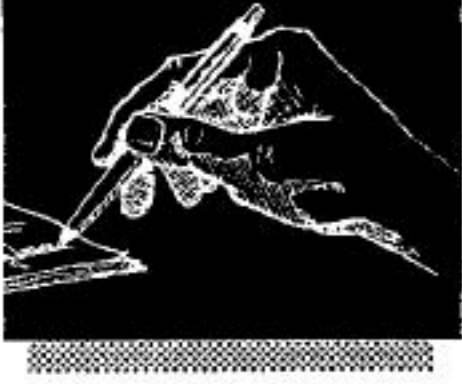
This is a photocopy of your ad. Please look it over carefully for errors in spelling, wrong phone number, changes in hours, etc. We want your ad to be correct and we want you to be happy with it. After you've okayed this proof, you bear responsibility for its contents, so please take an extra minute now to review your ad.

Thank you for your business,

OK OK with changes

Ad approved by _____

Fig. 3: Send out your proofs with this slip attached to every advertiser, even if they submit camera-ready ads. Proofs, of course, are copies of your original ad. Always keep it in a safe place, such as the advertiser's file folder.



proofs and final copies? Back to the file folders! You can either drop those ads in folders arranged by issue or by client, whichever works best for you. But make sure they're put away somewhere safe!

The business manager assigns ads to specific pages using the issue's run sheet. Since the page editor has to work around the ads when designing a layout, your school needs an ad sale deadline for that issue. Some schools actually sell enough ads so that they have to have a policy closing ad sales for an issue after a certain amount of space has been sold. But there does come a time when you have to close ad sales, just to give your staff opportunity to OK proofs and finish pages. Usually you should give yourself a week before the paper actually goes to the printer. So if you have a paper that goes to the printer Wednesday for Friday distribution, your ad deadline is the Wednesday the week before that.

ACTIVITY 4.2 ▶

Proof an ad. Activity worksheet 4.2 has an ad from Music Melodies designed by your graphic artist. Proofread it carefully and make corrections. Then get someone to initial your proof slip.

ACTIVITY 4.3 ▶

Set up file folders for each of your advertisers for your newspaper. Include signed contracts, camera-ready ads, approved proofs and payment records. If you haven't sold any ads yet, make a file folder for Music Melodies, using the activity 4.3 worksheet.



The ad manager assigns ads to dummy pages

Dummy pages tell where ads go

As ads are sold, the business manager not only uses the run sheet to assign ads to a page, but actually fills out dummy page orders as well. If you have staggered page deadlines and want your ad sales to continue until the last possible minute, the first ads sold will go to pages who have earlier deadlines — usually feature and entertainment. Last-minute ads go to sports and news, which are often undergoing change right up until deadline. Using a dummy page form, like the one in Fig. 3, the ad manager marks the ads and their sizes, before the page editor even starts planning stories, heads and art.

Listing to which page ads have been assigned both on the run sheet and on a dummy page may seem redundant, but dummy pages have an annoying habit of getting lost, especially when an absent-minded editor forgets to pin his dummy page back up on the wall or put it away in her folder after a wild class session on a deadline. If ad assignments are recorded in both places, it's less likely someone will be forgotten. Nothing is worse than discovering no one left room for the 2 x 3 from Chez Cheri Hair Design when all pages are done and you're heading out the door for the printer's.

Don't let page editors trade ads

Page editors also have the unfortunate habit of trading ads with each other to make their layouts fit better. Do all you can to discourage this. Pretend the ad assignments are indeed etched in stone, because as soon as trading starts, someone will forget they swapped a tuxedo ad for the smaller car stereo coupon and you'll have page six and page eight with an open space for tuxedo ads. (This situation, is of course, why you keep a supply of Public Service Announcements on file! Rather than run the tuxedo ad twice, whip out your American Cancer Society PSA on smoking.)

Keep PSAs on hand for emergencies

Ad layout rules:

Advertisers sometimes request specific pages for their ad, a request you should honor, if possible. But you have to put ads on the pages in a certain order. They don't just free-float anywhere on the page. Here are some simple rules to remember when you're putting ads on the dummy page:

Anchor large ads on the bottom

- **Anchor** large ads at the bottom of the page, usually the righthand corner. Stack the smaller ads on top of and around the big ones, like building blocks. Because some of the ads will be underneath others, no news copy will touch them. This

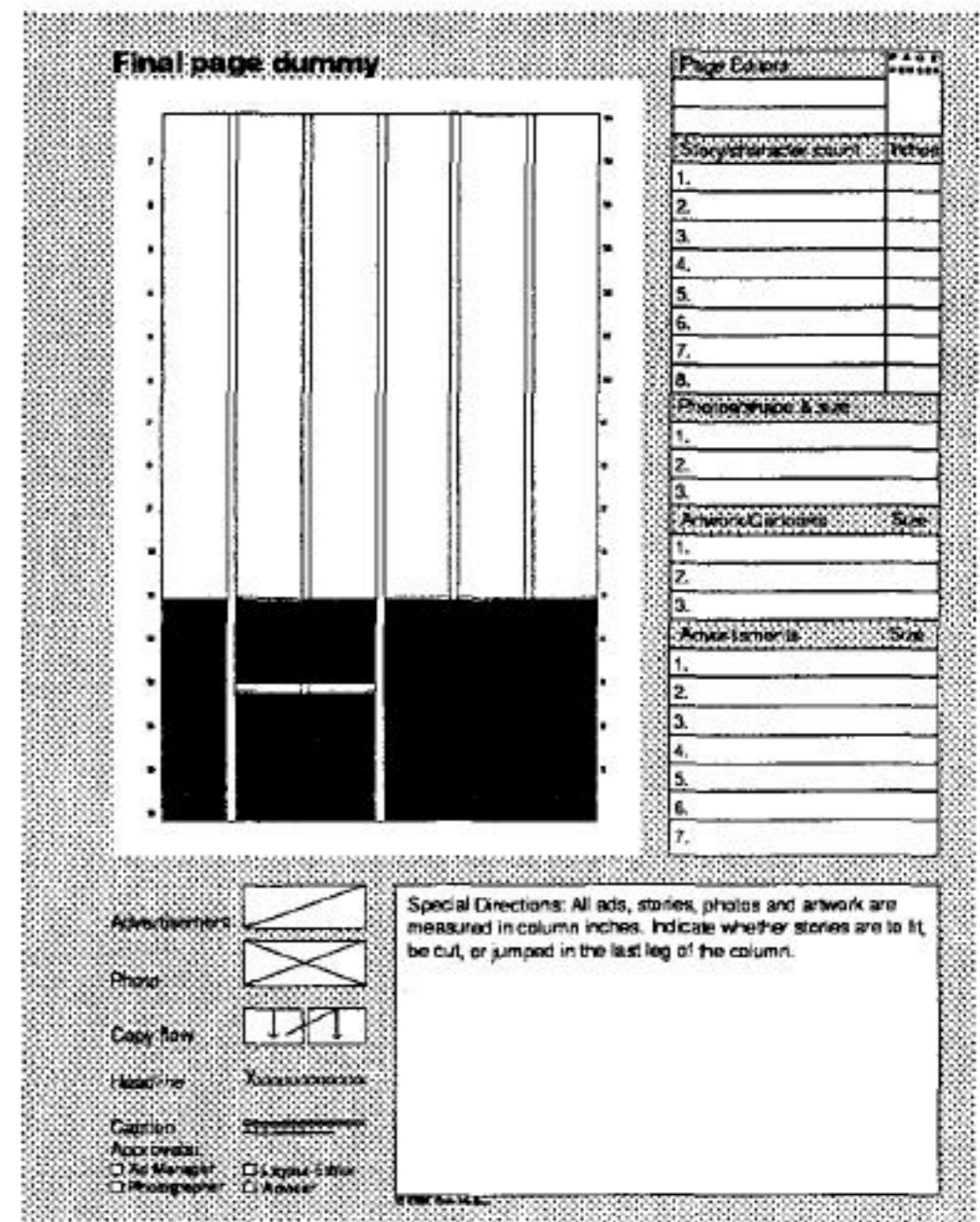
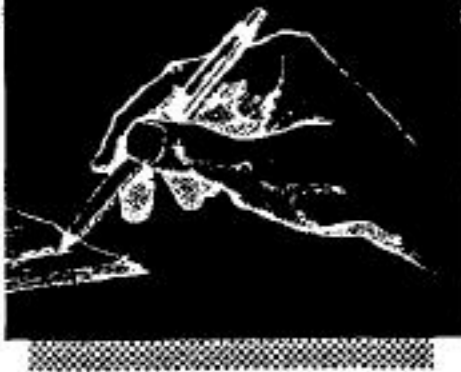


Fig. 4: The business manager indicates where ads go by assigning them to dummy pages. This is an example of ads arranged in a rectangle.



used to be considered a disadvantage by the advertiser, but since most papers have gone to stacked right L-shapes or rectangles, rather than pyramid or well shapes across two pages, advertisers don't have the luxury of demanding their ad be bordered by news copy.

Ads form an "L" or a rectangle

• **Arrange your ads to form a rectangle or an "L."** This ad layout arrangement creates a cleaner, more organized-looking page. It also provides a cleaner separation between editorial matter and advertisements. The biggest ads should be placed to the inside of the page, while the smaller ads should go to the outside and on top.

Group small ads when appropriate

• **If you have several small ads, they can be grouped together, when appropriate.** This helps make a rectangle shape even when the ads themselves won't turn out to be a perfect rectangle. Restaurant ads for the Prom or entertainment ads for theaters, for example, could be organized within a box or shaded area.

ACTIVITY 4.4 ▶

Use the ad run sheet from Ecology High's issue 7 to put ads on a dummy page, The activity 4.4 worksheet has a dummy page you can use, or you can reproduce the dummy page in the "Instant Ad Department" index.

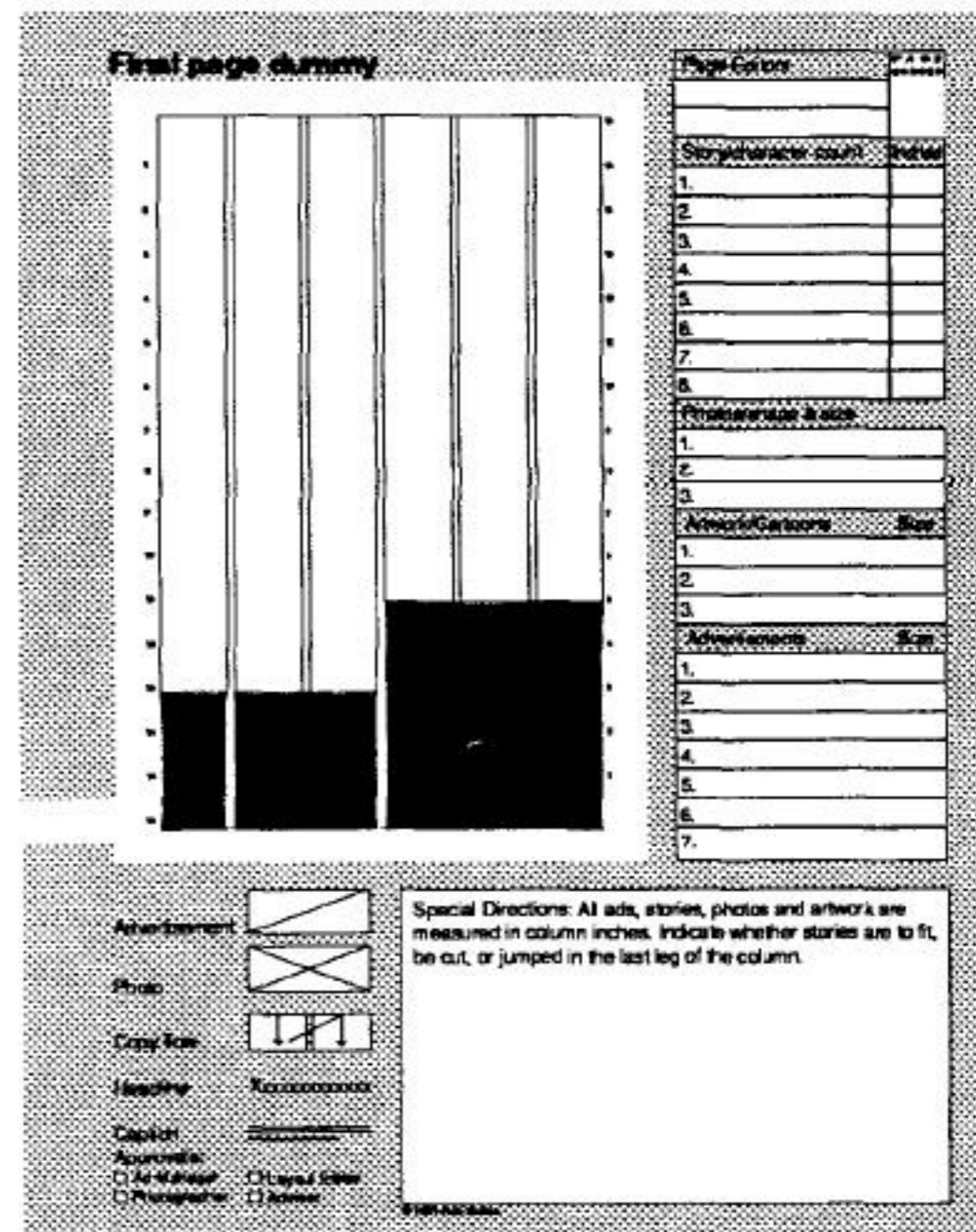


Fig. 5: When you cannot display modular ad blocks you can stack them in an "L" as in the example above.

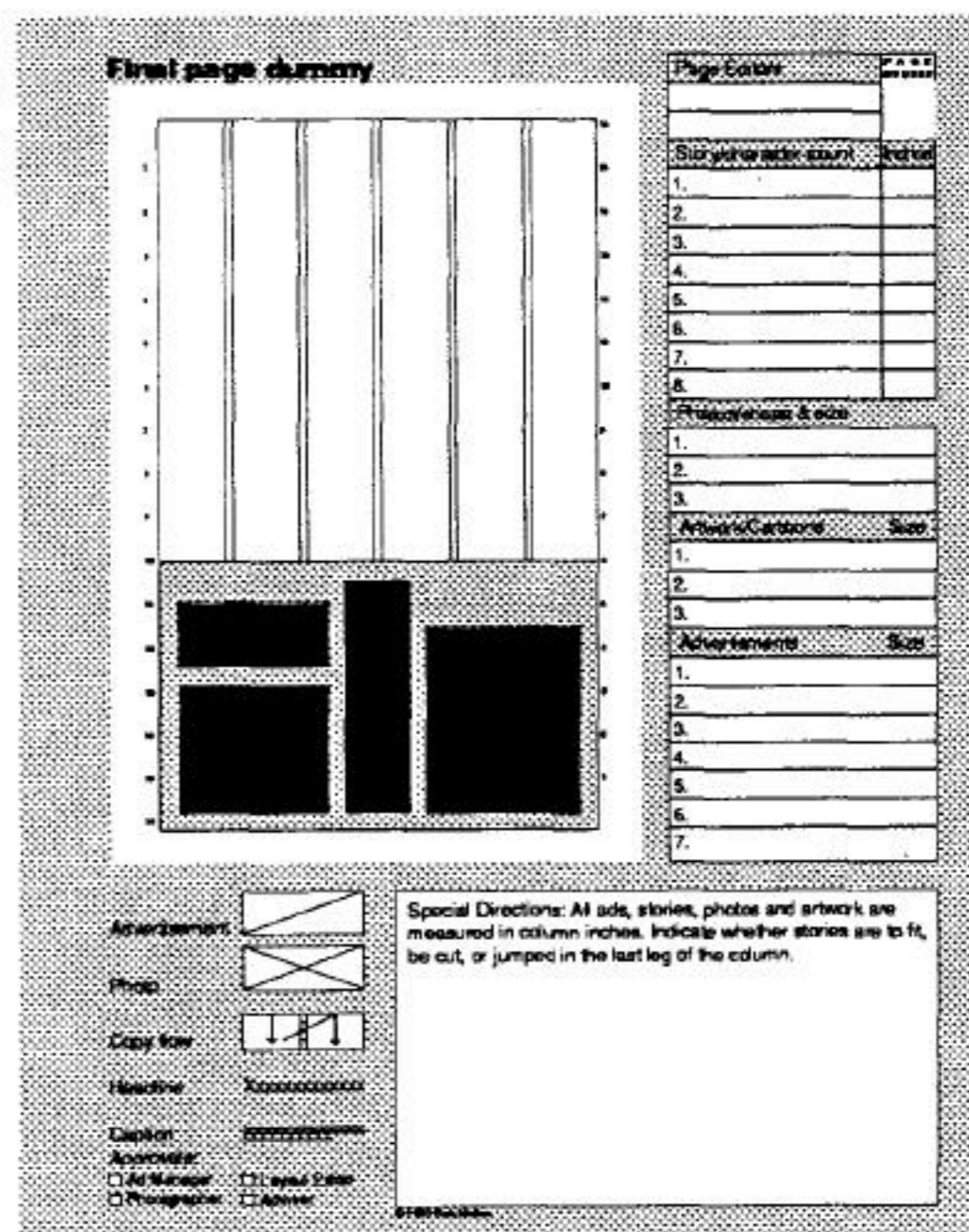


Fig. 6: Some designers group ads by subject matter and achieve modular ad groupings by putting all ads within a box.



Billing policies

Prepayment is suggested for new businesses to establish credit

Offer single billing for established customers

The billing statement

Making sure you get paid

Usually, newspapers bill the client for the ad **after** the ad has run in the paper, sending not only a statement, but a **tear sheet**—the entire page from the paper with the ad on it as proof that it did indeed run on the date you said. But there are occasions when the client has paid in advance. Instead of a bill, the client needs a receipt and a tear sheet.

Some schools insist on prepayment for ads if it isn't a business they've dealt with before. This is really a good idea for any small ad that comes from an individual: the lady from a cultural exchange program looking for homes for students, the at-home seamstress advertising prom dress sewing, the guy offering student income tax assistance. New businesses, too, shouldn't mind paying in advance. If you keep in mind that seven out of 10 new businesses will fail, you will be able to look the owner in the eye and explain the first ad is paid in advance to establish their credit rating.

For people who have bought and paid promptly over the years, offer "credit" by not requiring payment in advance and telling them what a valued customer they've been. You can fill out an application for credit for them and bring it, pre-approved, when you meet with the manager.

Some advertisers who agree to periodical or contract rates (running a certain number of issues per year) may want to be billed only once. If their credit's good, OK, but don't let the new tanning salon buy seven ads, run all seven and discover in June they have no money to pay, since they filed for Chapter 11 bankruptcy back in April. Any time you're dealing with a hefty amount of money and an unknown client, ask them to apply for credit, if they can't pay in advance. Otherwise you may never see the \$160 from the four ads purchased by Barbie's Perfect Tan, which went out of business when she went into modeling. See the appendix for a sample application for credit.

What should your billing statement include? Your advertiser needs a professional-looking billing sheet that tells them:

- ***The newspaper's name, address, phone**
- Advertiser's business name and address**
- ***Size of the ad sold, ad rate and ad cost**
- ***Issue number and date the ad ran**
- ***Invoice number, if you have one**

***Their purchase order number, if they have one.** Ad agencies who deal with multiple schools and multiple clients often need the purchase order number to sort out whose payment is whose. The Armed Forces are notorious for requiring a purchase authorization number on the bill, and sometimes won't pay without it. Save **all** those pages of instructions that come with the ad—somewhere in there is the all-important purchase number.



PUBLICATIONS		TO:	
WILSON HIGH SCHOOL 1151 S.W. Vermont St. Portland, OR 97219 503/280-5286, ext. 447		Hillsdale Pasty Shop 6330 SW Capitol Highway Portland, OR 97201	
INVOICE DATE	INVOICE NUMBER	PURCHASE ORDER NUMBER	
06-09-91	060991-4		
Quantity (Inches)	Description	Rate Per Col. Inch	Extension
6	2x3 display ad 06-09-91 issue, page 3	\$2.50	\$15.00
TERMS: Payment due upon receipt. Payment is due prior to publication date or the ad will be held. Credit may be extended to those clients who qualify for contract rates. It is necessary to first complete a credit application which must be approved by the business manager. Accounts are payable at the end of each month. Payment should reach our office no later than the tenth day of the following month. Accounts past due will not qualify for discount rates. The deadline for placing advertisements is noon on Thursday of the week prior to publication. Cancellation of advertising will not be accepted after this deadline.			TOTAL DUE
			\$15.00

Fig. 7: This billing form was created in PageMaker. It can be filled out by hand or typed and mailed with the tearsheet.

A billing form can include a payment deadline, usually by the 10th day of the month following publication, since most businesses pay their bills at the end of the month.

It helps to have a portion to return with their check, so you will know the personal check from KayLynne Smythe-Jones was for the aerobics center ad, and you'll be able to credit the correct account.

ACTIVITY 4.5 ▶

Use a copy of the ad run sheet from Ozone Layer News issue 7 to determine which advertisers have not yet paid for the issue. Fill out a billing invoice for those advertisers. Invoices are provided on activity worksheet 4.5

Using a computer database for billing

If you have an integrated computer program like **AppleWorks** or **Microsoft Works** (for Macintosh or IBM), you can create the a single data base that will generate ad prospects lists, print run sheets for each issue with total ad sales automatically tabulated, print advertiser information on number of issues purchased, size sold, ads paid, print lists of unpaid bills, and probably things we haven't even thought of yet!

But the best reason for using the computer may come when you use the word processing/data base merge feature to create professional billing! Read carefully—this is a general outline of how to set up such a database/word processing merge. (Sorry, but you'll have to read the manual for all the details, since they vary from program to program.)

Decide your needed data fields

The first step is to decide how much information to include in your database. Each item is listed as a separate field. The power of a database comes in its ability to sort things by field and to



print only the requested fields. When Sunny's newspaper staff set up a database, they included the following fields:

- | | |
|------------------|---------------|
| *issue number | *issue date |
| *advertiser name | *phone number |
| *street address | *city |
| •state | •zip code |
| •called by | *messages |
| *size sold | *rate |
| *cost | •amount paid |
| •invoice number | •PO number |

Sunny has to confess she also included fields for completed contract and ad designed as well, then never used those last two categories, but it seemed like a good idea at the time! A field she didn't include and should have is territory code, so she could have sorted businesses by what part of town they were in! Or, hey, what about a product code, so she could sort by what they sell? As you can see, the possibilities for fields depend on what you want to do with the data.

Keep your records
up to date

Either the bookkeeper or business manager or the elected computer whiz has to enter data for each field. The records can be continually edited add new prospects, eliminate businesses that have failed, list payments made, and make notes to yourself. But if someone doesn't update regularly, the database is useless.

ACTIVITY 4.6 ▶

If you are going to use a database, what fields do you want or need? Use Activity 4.6 worksheet to design your own database for your advertisers.

Using the database

To select what part of the database you want to use, you give the program commands for record selection. On a Macintosh¹ or an IBM with Windows 3, it's easy. Just pull down the menu and select "Record selection." Now comes the part requiring "and/or" (Boolean logic—shades of algebra!). You decide what rules to search by: look for this and this/ or that.

Select only the data
you need for a
particular report

For example, to generate the prospects list, we tell the computer to select all records where issue number, size sold and cost are blank. Then we move the data fields around to list only advertiser, phone number, street address, called by, size sold¹ and messages. We tell it to create a report and print it. See Fig. 6 for an example of a call list generated by a database.

Another example: To generate a run sheet for issue 6, you have to first type in all the advertisers who have bought for that issue, the size and cost. Tell the computer to select all records where issue # equals 6. Then select only the fields you need for a run sheet: advertiser, issue number, ad size, rate, cost, amount paid. Tell the computer to automatically sum total the cost and



finance 90 91 (DB)					
Advertiser	phone #	address	called by	size sold	messages
Army	282-2120	1515 N.E. 41st Ave.	Jodi		
Bagel Land	249-2848	4118 NE Fremont	Jodi		call later in year
Beau Monde College	226-7355	1026 S.W. Salmon St	Jodi		not this time
Beaumont Florist	281-5501	4201 NE Fremont	Kelly		call again at prom
Beaumont Market	284-3032	4130 N.E. Fremont	Kelly	2 x 3	yes, get ad Friday
Black Tie	659-1532	9757 S.E. Sunyside R	Kelly		call for prom only
Bojun, Inc.	253-6985	7924 S.E. Stark	Wes		Manager in Wednesdays
Bravo	282-2118	4110 N.E. Fremont	Wes		no thanks
Broadway Gifts	284-7848	1702 NE 42nd	Wes	2 x 2	get business card
Burgerville	235-6858	1135 N.E. Union Ave	Dan	3 x 5	camera ready
C. Majeran Dentist	236-2577	216 NE 20th	Dan	2 x 2	same as before
Cal Skate	223-0245	213 NW Couch	Peter		no money
Caplans Sport Shop	226-6467	625 SW 4th	Dan		call in June
Chez-Elle Hair Design	282-6549	2432 N.E. Broadway	Tiffany		call for prom
Coffee Merchant	284-9209	1637 NE Broadway	Stefan	2 x 2	wants coupon
Confetti's	274-0627	133 S.W. 2nd #305	Stefan		call again
Dominos	284-1207	1523 N.E. 6th Ave	Wes		mail rate sheet

Fig. 8: By selecting only those ads where no purchase was listed (size sold was blank) and printing only the categories of advertiser, phone, address, called by, size sold and messages, we've created a run sheet.

amount paid columns and you have a report of issue 6's finances to share with the head honcho. The ledger would look like Fig. 7 below.

Databases can give information on individual advertisers

You want to know how much money Sherry's Steno owes? Sort your database to find all records where advertiser equals Sherry's Steno and paid is blank. How many issues is Birthright going to run and which ones are they? Sort to find all records where advertiser equals Birthright. How many advertisers haven't paid so far this year? Sort to find records where cost is not blank and paid is blank.

finance 90 91 (DB)						
I#	date	Advertiser	phone #	size sold	cost	paid
6	1-23-91	Art Media	223-3724	2x6	\$42.00	
6	1-23-91	Birthright	249-5801	1x3	\$10.50	
6	1-23-91	Fremont Vet Clinic	282-0991	1 x 2	\$7.00	
6	1-23-91	Paper Tree	284-4741	2 x 2	\$14.00	\$14.00
6	1-23-91	Perry's on Fremont	287-3655	2 X 4	\$28.00	
6	1-23-91	Sherry's Steno	281-1666	1 x 2	\$7.00	
6	1-23-91	Stanley H. Kaplan	222-5556	1 x 3	\$10.50	
6	1-23-91	Judith Bentley	657-4539	1 x 2	\$7.00	\$7.00

Fig.9: A run sheet for issue six can double as a ledger, to be used after the issue comes out to keep track of payments.

Save your billing form as a template to use over again

You get the idea. But the best use may be for billing, which requires one additional step. To create a billing form, open up your database, then switch to the word processing program. In the word processing program, you design a generic billing form. Where you want the advertiser's name to go, you select "merge fields," and select "advertiser" as the field to be merged. Repeat the merge steps for any other data your billing form needs: invoice number, issue date, cost, etc.

When your billing form is complete, save it as a basic billing template. You only have to do this once. After that, you can use the same form over and over, varying the data you merge with the form.

Then, in your database, use record selection to select only



Print mergeⁿ will allow you to mix selected parts of the database with the billing form

records for the issue you're going to bill. Back to the billing form, and select "print merge." Sit back and let the computer do the rest, correctly putting in each advertiser and data into each separate bill. If you're used to writing out bills by hand every issue, you'll be pleasantly surprised by how much more professional this looks, and how quickly it's done. You can even get the computer to print mailing labels for your envelopes, or the envelopes themselves.

Keep careful track of payments

But what if your school district can't afford a computer? What if you're allergic to machinery? What if you can't Fig. it out and you don't have a student who can? There's still no excuse for ugly billing forms. Have one made by your printer and use a typewriter to neatly fill in the advertiser's name after each issue.

You can do anything the computer can, using plain old paper and pencil. It just takes longer. But you need to keep careful track of your expenditures and income in some sort of ledger, as explained back in Unit 1. You need a run sheet for each issue. You need a bookkeeping method that keeps track of who paid, either on a ledger sheet for each issue, or a ledger sheet for each advertiser.


Follow up on delinquent accounts

You need to follow up on unpaid accounts. Here are suggestions to help you collect:


- When an account is two months delinquent, send a second billing letter.

*After three months without payment, it's time for a phone call, from the business manager, the bookkeeper or the account rep. Find out why they haven't paid. Sometimes it's because they're unhappy with the ad. If the advertiser gets too hot and forgets he's dealing with students, let the adviser handle the call.

- If you remembered to have the advertiser OK a proof, you ran the correct ad on the agreed-upon date for the agreed price, the adviser needs to remind them they signed a contract obligat-




Grant High School 2245 N.E. 36th Ave. Portland OR 97212
503-280-5173 Office hours 11:15 a.m. - noon



Advertisement billing for:
Art Media
 22405 N.E. Halsey St.
 Portland, OR 97212

Our records indicate you purchased an ad for issue 3, published November 3, 1990, at a cost of \$35, for 10 column inches. We would appreciate your prompt payment, so that WE, in turn, may pay our printer promptly.

If you have any questions about this bill, or if we can be of further assistance, please call the Grantonian during office hours listed



Return this portion with your payment:

Advertiser: Art Media
 Issue Number: 3
 Ad size (columns wide x inches high): 2 x 5
 Cost: \$35

Fig. 10: This billing form was created in Microsoft Works. We call up the form and the data base, then print records for the issue we want to bill.



ing them to pay.

- If you have a cooperative principal, the next step is a phone call from him or her, reminding the advertiser that nonpayment is bad for one's reputation in the community.

- If you have a valid, signed contract, you could try threatening the advertiser with small claims court, but frankly, it's rarely worth the trouble. The only time this approach has been helpful is when schools within a certain area have all been hit by the same advertiser and as a group, threaten to take action. Otherwise, it ends up being bad public relations for your school district.

- If none of these steps work, you need to make sure the business gets listed as a deadbeat and its name goes on a DON'T CALL list posted prominently in your room.

Expect about 10 percent of your ads will go unpaid, and budget accordingly

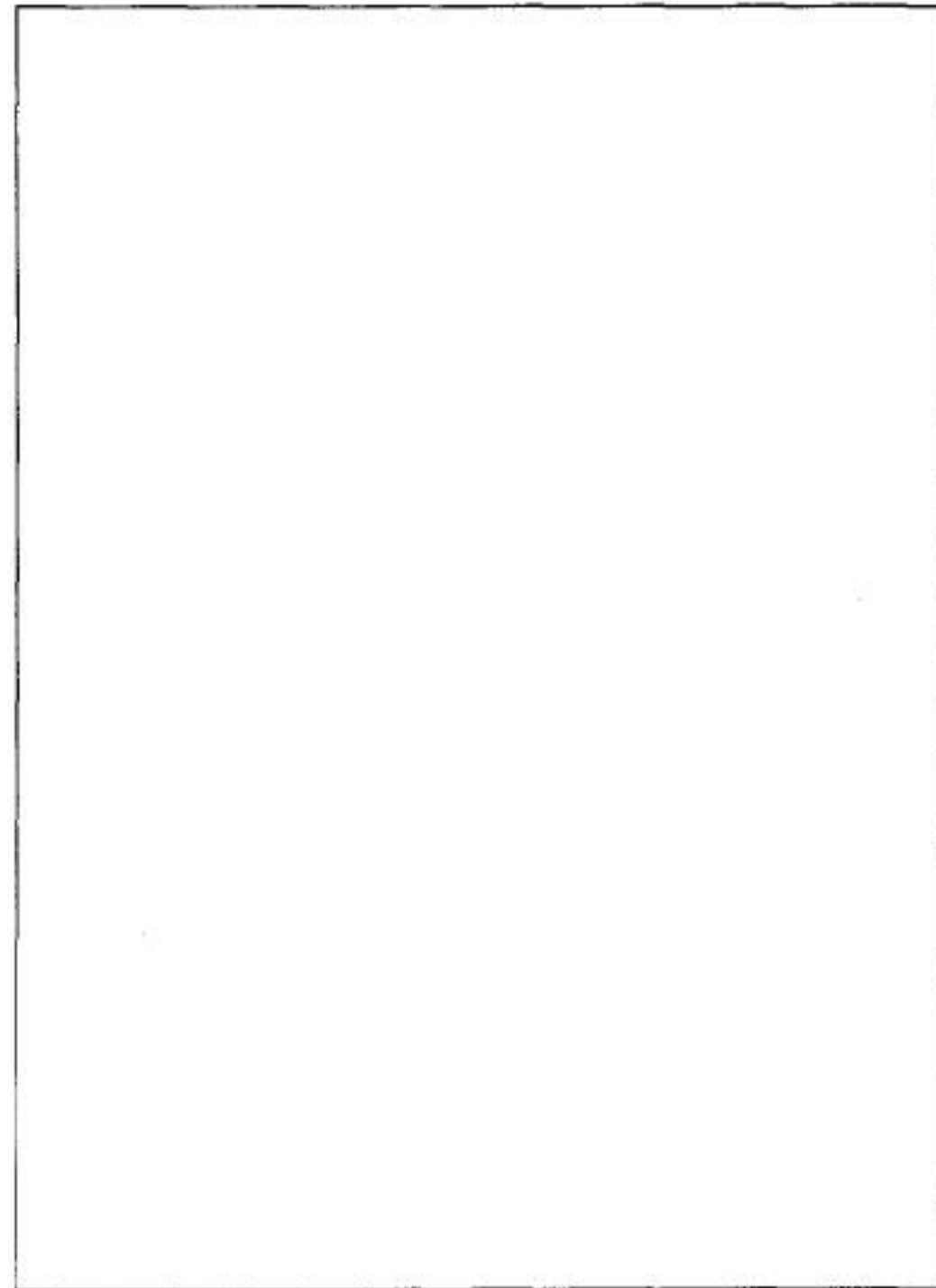
Just remember— you're running your paper like a business and it's not unusual for a small business to be unable to collect on all its bills, so plan accordingly. Allow about a 10 percent cushion when budgeting your yearly expenditures, and you won't get nearly as frustrated about those uncollectible bills.

1

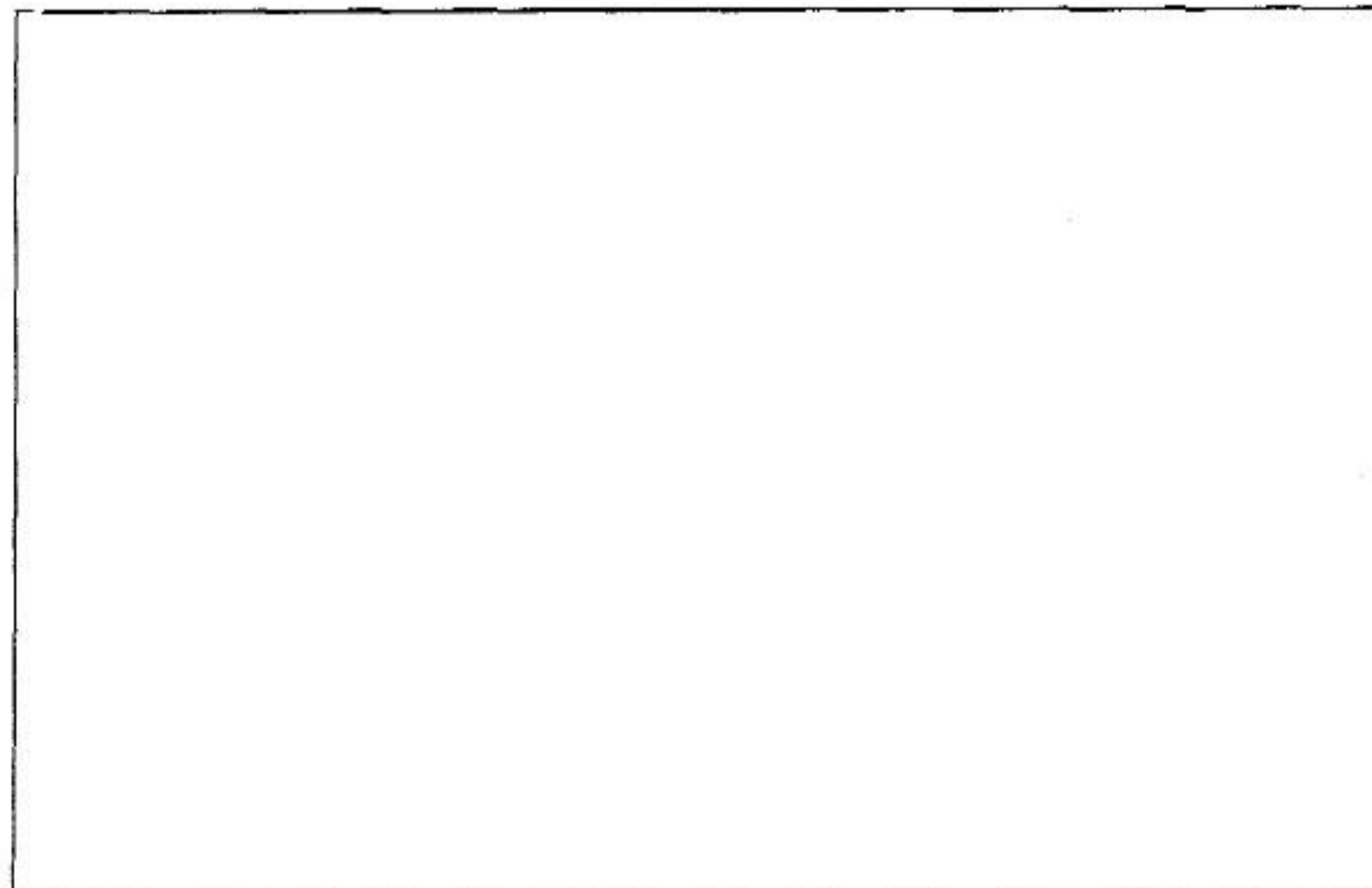
Organize a binder

DIRECTIONS: Photocopy the ad run sheet in the "Instant Ad Department" appendix. Make a copy for each of the issues you will have this year. Put the run sheets in a three-ring binder.

If you want to design your own ad run sheet, decide which of the following categories you want to include: issue #, issue date, advertiser, size sold, rate, cost, amount paid, invoice number, page assigned to, check ad proof OK'd, purchase order number, sold by, advertiser address, advertiser phone. Sketch a rough draft of what that run sheet would look like, using either of the page shapes below.



Paper size:
8 1/2 x 11



Paper size:
11 x 8 1/2

2

Proofing an ad

DIRECTIONS: Here's the 2 x 3 ad your graphic artist designed for Music Melodies. You need to proofread carefully, because your artist is not known for perfect spelling. Does the ad include everything Music Melodies asked for: emphasizing that they cany more than Top 40, that you can listen to tapes and CDs before buying, that they have the largest selection in the city, that they're open from 9 a.m. to 9 p.m. daily, that they're located just two miles from Ecology High? Use the margins for corrections, if you need to. Then have someone else pretend to be the Music Melodies manager and check your corrections, initialing the proof slip *if you've* caught all the errors.

NOT JUST TOPP 40 HITS!



At Music Melodies, we have a wide variety of alternative music that doesn't play daily on the radio. That's because we have the biggest selection in town. Drop in anytime from 9 a.m. to 10 p.m. and listen to the tape before you buy. It's all part of what keeps our customers satisfied year after year.

Music Mellodies 1234 Composer Way just two miles from Ecology High

Dear Advertiser:

This is a photocopy of your ad. Please look it over carefully for errors in spelling, wrong phone number, changes in hours, etc. We want your ad to be correct and we want you to be happy with it. After you've OK'd this proof, you bear responsibility for its contents, so please take an extra minute now to review your ad.

Thank you for your business.

OK OK with changes

Ad approved by _____

3

Advertiser file folders

DIRECTIONS: Set up file folders for each of your advertisers for your newspaper. Include signed contracts, ad copy and art, camera-ready ads, approved proofs and payment records. If you haven't sold ads yet, do the exercise below to practice.

Set up a file folder for Ozone High's client Music Melodies, including a signed contract, a photocopy of the ad with an approved proof slip, and a payment ledger. You have the contract, if you did activity 5 in Unit 2. You have the ad photocopy and proof slip, if you did activity 2 in Unit 4. All you need to do is complete the payment ledger below and put it all into a folder. Music Melodies, you remember, is located at 1234 Conductor Rd., and their phone is 280-5555. Don't forget they bought a 2 x 3 ad for issue 3, at a \$3.50 per column inch rate and had to pay in cash, so they don't have a balance due.

ACCOUNT PAYMENT LEDGER PAGE					
Business name _____					Notes:
Address _____					
City/State/ZIP Code _____					
Telephone _____					
Contact Person: _____					
DATE	DESCRIPTION	INVOICE #	CHARGES	PAYMENTS	BALANCE
1					
2					
3					
4					
5					
6					
7					
8					
9					
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29					
30					

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4

OZONE LAYER NEWS

Ad Run Sheet

Issue #

Issue Date:

02 / 22 / 91 | 7

INVOICE NUMBER	ADVERTISER	SIZE	RATE	COST	AMT. PD.	PAGE	✓
022291 -01	Nature's Granola Meals	2 x 3	3.00	18.00		2	✓
022291 -02	Music Melodies	2 x 3	3.00	18.00		3	✓
022291 -03	Toni's Burger Bar	2 x 5	4.00	40.00		2	✓
022291 -04	Student Body Store	1 x 3	3.00	9.00	9.00	2	✓
022291 -05	Chez Cheri Hair Salon	2 x 5	4.00	40.00	40.00	3	✓
022291 -06	La Gaviota Books	3 x 4	4.00	48.00	48.00	3	✓
022291 -07	Eugene Joggers Club	4 x 4	4.00	64.00	64.00	4	✓
022291 -08	Barbie's Perfect Tan	1 x 4	4.00	16.00		4	✓
-09							
-10							
-11							
-12							
-13							
-14							
-15							
-16							
-17							
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-31							
-32							
-33							
-34							
-35							

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5

Fill out an invoice

DIRECTIONS: Use a copy of the ad run sheet from Ozone Layer News issue 7 to determine which advertisers have not yet paid for the issue. Fill out a billing invoice for those advertisers.

OZONE LAYER NEWS		TO:	
Ecology High School 1334 Sierra Ave. Eugene Oregon 97332 503-280-3333			
INVOICE DATE	INVOICE NUMBER	PURCHASE ORDER NUMBER	
Quantity (Inches)	Description	Rate Per Col. Inch	Extension
TERMS: Payment due upon receipt. Payment is due prior to publication date or the ad will be held. Credit may be extended to those clients who qualify for contract rates. It is necessary to first complete a credit application which must be approved by the business manager. Accounts are payable at the end of each month. Payment should reach our office no later than the tenth day of the following month. Accounts past due will not qualify for discount rates. The deadline for placing advertisements is noon on Thursday of the week prior to publication. Cancellation of advertising will not be accepted after this deadline.			TOTAL DUE

OZONE LAYER NEWS		TO:	
Ecology High School 1334 Sierra Ave. Eugene Oregon 97332 503/280-3333			
INVOICE DATE	INVOICE NUMBER	PURCHASE ORDER NUMBER	
Quantity (Inches)	Description	Rate Per Col. Inch	Extension
TERMS: Payment due upon receipt. Payment is due prior to publication date or the ad will be held. Credit may be extended to those clients who qualify for contract rates. It is necessary to first complete a credit application which must be approved by the business manager. Accounts are payable at the end of each month. Payment should reach our office no later than the tenth day of the following month. Accounts past due will not qualify for discount rates. The deadline for placing advertisements is noon on Thursday of the week prior to publication. Cancellation of advertising will not be accepted after this deadline.			TOTAL DUE

7

Unit 4 Quiz

I. Vocabulary: Match the definitions with the correct vocabulary word from the following list

- | | | | |
|-------------------|----------------------|------------------|--------------------------|
| A run sheet | D. billing statement | G. proof copy | J. data base |
| B. contract rate | E. modular | H. PSA | K. purchase order number |
| C. invoice number | F. delinquent | I. stacked right | L. dummy page |

- ___ 1. **When** ads are placed in an L shape, with the largest **ad** on the bottom right, it's called _____
- ___ 2. **When** the ads form a rectangle across the entire bottom of **the** page, it's called _____
- ___ 3. **An** ad that you run for free, promoting things that are good for you, is a _____
- ___ 4. A _____ is a small outline of the page, showing ad placement.
- ___ 5. A _____ lists all ads sold for a particular issue.
- ___ 6. A number you assign to an individual ad sale each issue is called **a/an** _____
- ___ 7. Accounts that **havent** paid in a long time are called _____ accounts.
- ___ 8. A list of information, sorted by category, is called a _____
- ___ 9. A reduced cost rate for ads, based on the number of times the ad will run, is called a _____
- ___ 10. A number your client assigns to her ad to be run is called **her** _____

II. True or false?

1. ___ Schools should anticipate about 25 to 30 percent of their advertisers will not pay.
2. ___ Ads **can be** placed anywhere on the dummy page, as long as it's eyepleasing.
3. ___ A database can **be** used to do run sheets as well as billing.
4. ___ A daily journal helps keep track of which ads are to run in what issues.
5. ___ Invoice numbers are essential for any billing system.
6. ___ You should have a separate run sheet for each issue before you ever start ad sales.
7. ___ Every client should be required to pay for the ad in advance.
8. ___ You must follow up on delinquent accounts, because they won't pay if you don't.
9. ___ A billing statement should include your school's name, address and phone number.
10. ___ You can actually take an advertiser to small claims court, if you have a valid contract.

III. Fill in the blank:

1. Three categories you could include in a database are _____ and _____
2. To prove the ad ran as scheduled, the newspaper usually sends the advertiser a _____
3. At a bare minimum, a run sheet should include _____
4. For bookkeeping purposes, a run sheet should also include _____
5. Run sheets can be organized either in _____ or _____

APPENDIX A



WISH LIST

If I had unlimited time, talent, money, ability, self-confidence and support from my family/staff/adviser/principal, here is a list of what my newspaper would do, have and become:

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____
- 11 _____
- 12 _____
- 13 _____
- 14 _____
- 15 _____
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- 19 _____
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- 25 _____
- 26 _____
- 27 _____
- 28 _____
- 29 _____
- 30 _____
- 31 _____
- 32 _____
- 33 _____

INCOME

BUDGET ?

CURRENT

TOTAL

A. Advertising.....	_____	_____ + _____ = _____
B. Subscriptions	_____	_____ + _____ = _____
C. Single Copy Sales	_____	_____ + _____ = _____
D. Student Body Fees	_____	_____ + _____ = _____
E. In-School Subsidy.....	_____	_____ + _____ = _____
F. District Subsidy.....	_____	_____ + _____ = _____
G. Fundraising	_____	_____ + _____ = _____
H. Promotions	_____	_____ + _____ = _____
I. Other	_____	_____ + _____ = _____
J. TOTAL.....	_____	_____ + _____ = _____

EXPENSES

BUDGET

YEAR-TO-DATE

CURRENT

TOTAL

1. Printing	_____	_____ + _____ = _____
2. Photography	_____	_____ + _____ = _____
3. Office Supplies	_____	_____ + _____ = _____
4. Postage.....	_____	_____ + _____ = _____
5. Typesetting	_____	_____ + _____ = _____
6. Computer/Printer Supplies	_____	_____ + _____ = _____
7. Paste-up Supplies	_____	_____ + _____ = _____
8. Telephone.....	_____	_____ + _____ = _____
9. Contests	_____	_____ + _____ = _____
10. Subscriptions	_____	_____ + _____ = _____
11. Press Association Critiques/Memberships.....	_____	_____ + _____ = _____
12. Newsroom Expenses.....	_____	_____ + _____ = _____
13. Food	_____	_____ + _____ = _____
14. Special Projects.....	_____	_____ + _____ = _____
15. TOTAL.....	_____	_____ + _____ = _____

Income to date: _____ Line J (Total)
 Expenses to date: - _____ Line 15 (Total)
 Cash on hand: = _____
 Accounts receivable: + _____ from Ad Run Sheets (unpaid ads)
 Assets: = _____

PRINTING

PRINTER 1

PRINTER 2

PRINTER 3

PRINTER 4

Basic price includes all of the following:

- A. **Number of copies:** 2,000
- B. **Number of pages:** 8 pages
- C. **Page size:** Tabloid (17.5 x 23)
- D. **Bindery:** Quarterfolded
- E. **Method of printing:** Web offset
- F. **Frequency of publication:** every three weeks
- G. **Ink:** Black
- H. **Type of paper:** Electrobryte newsprint
- I. **Submission:** Camera-ready flats provided
- I. **Turn-around:** 24-hour turnaround or better

TOTAL:

List the following items on a per-issue basis:

- J. **Spot color:** Pantone color spec. on 1,4,5,8
- K. **Process color:** CMYK on pgs. 1,4,5,8
- L. **Plate burns:** extra charge, if any
- M. **Screen tints:** extra charge per page, if any
- N. **Photos:** Screening

PHOTOGRAPHY

DO-IT-YOURSELF COMPANY 2

COMPANY 3

COMPANY 4

Quote prices on the following items, including bulk or school discounts:

- 1. **Film:** Tri-X 400 or equivalent 24 exp. rolls
- 2. **Film:** Tri-X 400 or equivalent 100 ft. rolls
- Cassettes:
- Bulk Loader:
- 3. **Processing:** black and white lab
- 4. **Screening:** 85 lpi
- 5. **Chemicals:**
- D-76:
- Stop Bath:
- Fixer:
- Dektol:

Ad Run Sheet

Issue #

Issue Date: _____ / _____ / _____

INVOICE NUMBER	ADVERTISER	SIZE	RATE	COST	AMT. PD.	PAGE	✓
----------------	------------	------	------	------	----------	------	---

-01							
-02							
-03							
-04							
-05							
-06							
-07							
-08							
-09							
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-11							
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-32							
-33							
-34							
-35							

PUBLICATION

High School Name
Mailing Address
City, State ZIP
AreaCode/Telephone

R A T E C A R D

PUBLICATION DATES

The newspaper is published every _____ on Friday by the journalism class. The dates of publication for this school year are:

- Issue 1- _____
- Issue 2- _____
- Issue 3- _____
- Issue 4- _____
- Issue 5- _____
- Issue 6- _____
- Issue 7- _____
- Issue 8- _____
- Issue 9- _____
- Issue 10- _____
- Issue 11- _____
- Issue 12- _____
- Issue 13- _____
- Issue 14- _____
- Issue 15- _____
- Issue 16- _____

ADVERTISING RATES

Minimum advertisement size: six column inches

OPEN RATE: \$4.00 per column inch (single issue)
PERIODICAL RATE: \$3.50 per column inch (minimum ___ issues)
CONTRACT RATE: \$3.00 per column inch (minimum ___ issues)

SAMPLE PAGE RATES

Ad sizes are sold by the number of columns wide by the number of inches deep. A two column by three inch ad (2 x 3) would have six column inches and would cost \$24 at the open rate. Other sample ad sizes and their cost:

	OPEN	PERIODICAL	CONTRACT
2 x 3 (sixteenth page)	\$24	\$21	\$18
3 x 4 (eighth page)	48	42	36
4 x 6 (quarter page)	96	84	72
6 x 8 (half page)	192	168	144
6 x 16 (full page)	384	336	288

TERMS

The deadline for placing advertisements is noon on Wednesday of the week prior to publication. Cancellation of advertising will not be accepted after Friday. We accept camera-ready ads as long as they are sized correctly. Ad copy should be submitted no later than the Friday before publication. Payment is required upon the signing of this contract, or upon approval of the proof.

Credit may be extended to those clients who qualify for **periodical** or contract rates. It is necessary to first complete a credit application which must be approved by the business manager or adviser. Credit accounts are payable at the end of each month. Payments should reach our office no later than the tenth day of the following month. If payment is not received by the tenth, the publication reserves the right to revoke all credit privileges. No further ads will be published until the account is current. We reserve the right to refuse credit to anyone.

We will try to honor page requests, but cannot guarantee placement on the requested page. We provide tearsheets as proof of **publication**. We process agency billings and government purchase orders. The client understands the advertisement may not run if the conditions of this contract are not met.

SERVICES

Spot color and full color may be available to the advertiser for a fee, but may not be available on every page. Photographs, artwork, typesetting and design are all included in the price of the advertisement. Certain special effects or excessive work is extra. The account representative will obtain authorization for the advertiser for any additional expense. Advertisers may provide camera-ready copy, or our account representatives can help you create your own advertisements. They know our readers, and their goal is to help you reach that market.

PUBLICATION

High School Name _____
 Mailing Address _____
 City, State ZIP _____
 AreaCode/Telephone _____

C O N T R A C T

RATE AGREEMENT

- Open
- Periodical
- Contract

PAYMENT

- Cash Received _____
- Credit OK'd by _____
- Approved Denied

The publication is authorized to publish an advertisement of the size indicated in each issue number checked below:

ISSUES AD SIZE

- | | | |
|-------------------------------------|----------|-------|
| <input checked="" type="checkbox"/> | Issue 1 | _____ |
| <input checked="" type="checkbox"/> | Issue 2 | _____ |
| <input type="checkbox"/> | Issue 3 | _____ |
| <input type="checkbox"/> | Issue 4 | _____ |
| <input type="checkbox"/> | Issue 5 | _____ |
| <input type="checkbox"/> | Issue 6 | _____ |
| <input type="checkbox"/> | Issue 7 | _____ |
| <input type="checkbox"/> | Issue 8 | _____ |
| <input checked="" type="checkbox"/> | Issue 9 | _____ |
| <input checked="" type="checkbox"/> | Issue 10 | _____ |
| <input type="checkbox"/> | Issue 11 | _____ |
| <input type="checkbox"/> | Issue 12 | _____ |
| <input type="checkbox"/> | Issue 13 | _____ |
| <input checked="" type="checkbox"/> | Issue 14 | _____ |
| <input type="checkbox"/> | Issue 15 | _____ |
| <input type="checkbox"/> | Issue 16 | _____ |

CLIENT INFORMATION

BUSINESS NAME _____
 ADDRESS _____
 CITY/STATE/ZIP _____
 PHONE _____

AUTHORIZED SIGNATURE _____ DATE _____

NEWSPAPER ACCOUNT REPRESENTATIVE _____

AGREEMENT

THE CLIENT NAMED ABOVE AGREES to purchase _____ column inches of advertising space per issue in _____ issues of this newspaper at \$_____ per column inch. Cost of the advertisement for one issue is \$_____. Total cost for all ads contractually obligated to run: \$_____

THIS CONTRACT CONSTITUTES AN AGREEMENT between the client and the publication named herein. The client agrees to provide either a camera-ready advertisement or the art and copy necessary to create an advertisement. The publication requires that black and white copy be provided to us. Colored ink or paper is unacceptable.

THE DEADLINE for placing advertisements is Wednesday prior to publication. Cancellation of advertising will not be accepted after Friday. We accept camera-ready ads as long as they are sized correctly. Ad copy should be submitted no later than the Friday before publication. Payment is required upon the signing of this contract, or upon approval of the proof.

RATES. See current Rate Card for rates, publication dates and policies. Preferred rates are given to clients who agree to run a minimum number of ads during the school year. The level of rate discount depends upon the frequency of publication. All ads must fill at least 6 column inches.

CREDIT may be extended to those clients who qualify for periodical or contract rates. It is necessary to first complete a credit application which must be approved by the business manager or adviser. Credit accounts are payable at the end of each month. Payments should reach our office no later than the tenth day of the following month. If payment is not received by the tenth, the publication reserves the right to revoke all credit privileges. No further ads will be published until the account is current. We reserve the right to refuse credit to anyone.

THE PUBLICATION PROVIDES TEARSHEETS as proof of publication. We will process agency billings and governmental purchase orders. The client understands the advertisement may not run if the conditions of this contract are not met.

SPECIAL DIRECTIONS FOR AD DESIGN (Continued on back):

PUBLICATION

High School Name
Mailing Address
City, State ZIP
AreaCode/Telephone

S U B S C R I P T I O N

Top 10 Reasons to Subscribe

10. It's produced by our own boys and girls.
9. You'll find out what the kids are talking about at school.
8. Latest sports news and features.
7. Calendar tells you about coming events.
6. Complete coverage of our school.
5. Because we asked you.
4. We've got to pay bills, too!
3. To see why our newspaper is one of the best in the country.
2. It's interesting and funny.
1. It's the only way you're going to know what's going on at our school!

More Reasons to Subscribe:

- Great way to let your college student know what's going on at home.
- Keep in touch with local high school students.
- Find out what teens are doing these days.
- Your son or daughter

YES! SEND A SUBSCRIPTION TO:

NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

Enclose \$15 check or money order for each subscription ordered and return to:

Circulation Manager
School Name
Mailing Address
City/State/ZIP Code

IT MAY SOUND CRAZY BUT...

Some of you may want to give more to support our publication. Why? Well, maybe your son or daughter is on staff and you want to help make their experience a great one. Or maybe you want to support the school's newspaper, but buying an ad isn't really going to help your business that much. If you're an attorney, dentist, carpet installer, construction firm, boat seller or whoever looking for an affordable way to help out and be recognized, here's what we have cooked up for you:

Supporter Star —25: With our First Class service, your newspaper is mailed out First Class the day it is published, plus Supporter recognition certificate.

Patron Saint—\$50: Now the fun begins! You get our Special Delivery service guarantee: the newspaper delivered to your door the day the itcomes out, plus Patron Saint recognition certificate.

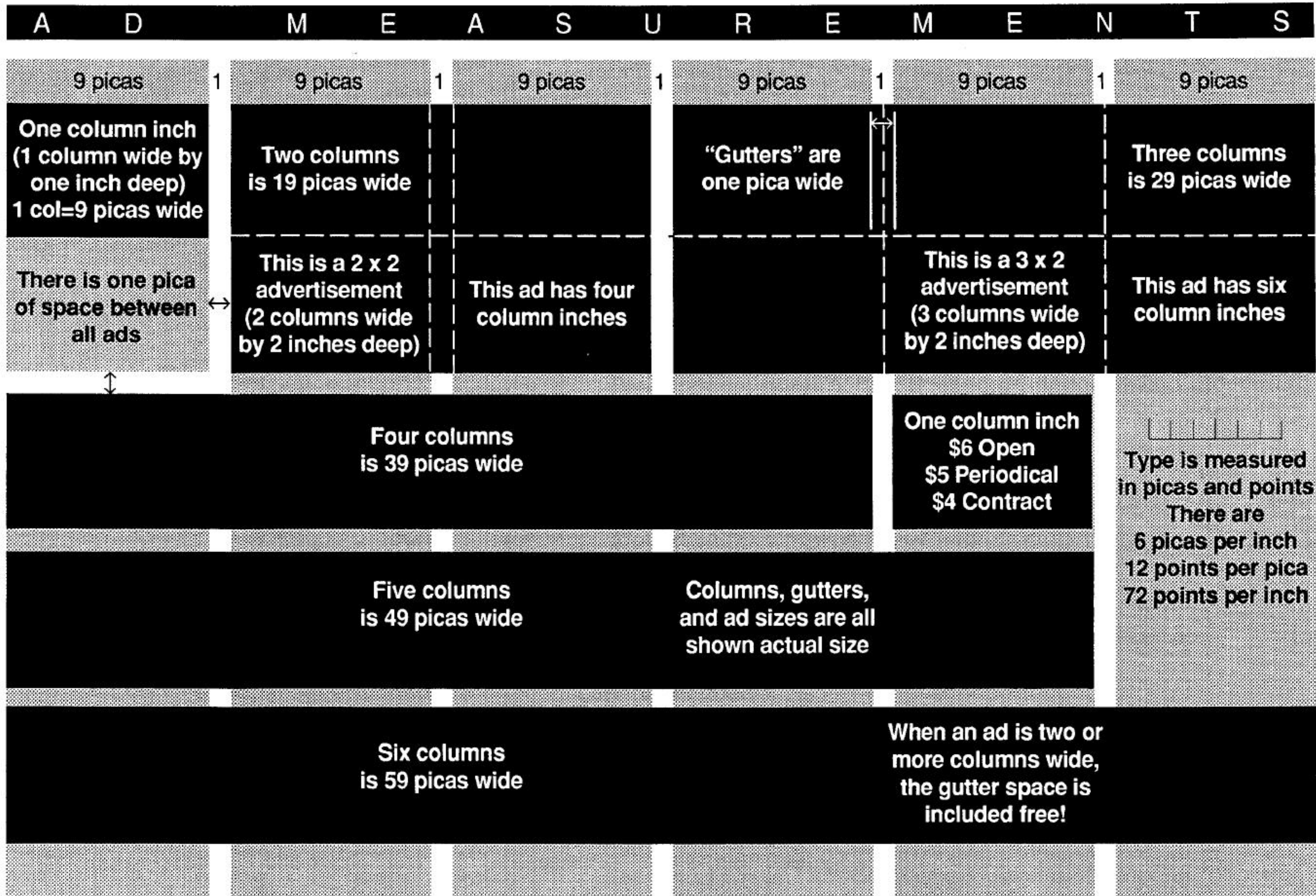
Editor's Club—\$100+: As an individual sponsor, you not only get our Special Delivery service, but a staff shirt, Editor's Club recognition certificate, and your name in an issue of the newspaper.

Publisher's Club—\$500+: As a corporate sponsor, you not only get our Special Delivery service, but your corporate logo on the staff shirts, 2 staff shirts, Publisher's Club recognition certificate, and your business logo displayed quarterly in the newspaper.

If you are interested in advertising or supporting our school newspaper, give us a call. We'd love to talk with you. If you have another idea that's just as crazy as the above, we'd love to hear about it! Of course all donations are tax-deductible

Thank you for your support!

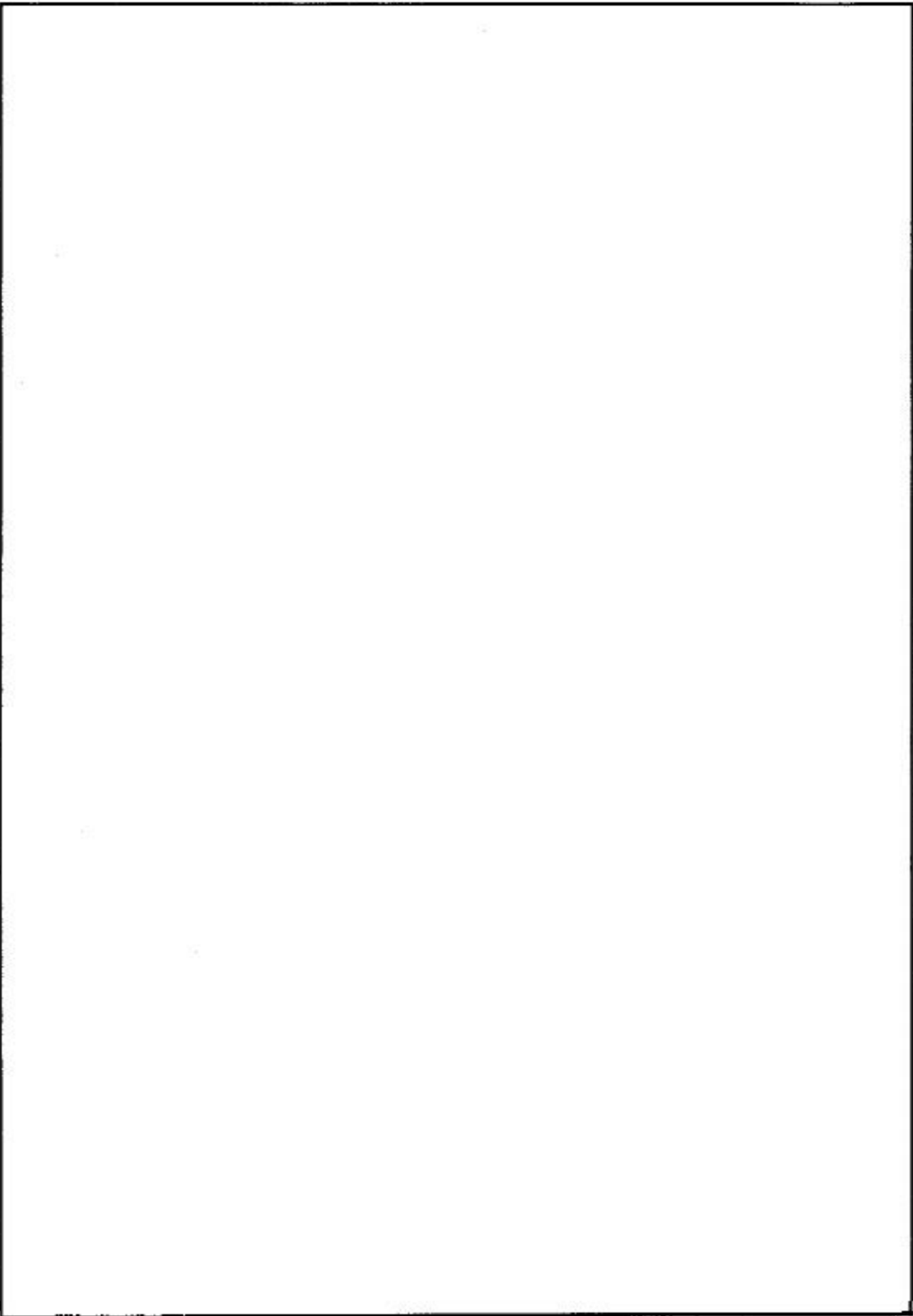
Determining the size of your ad-6 columns



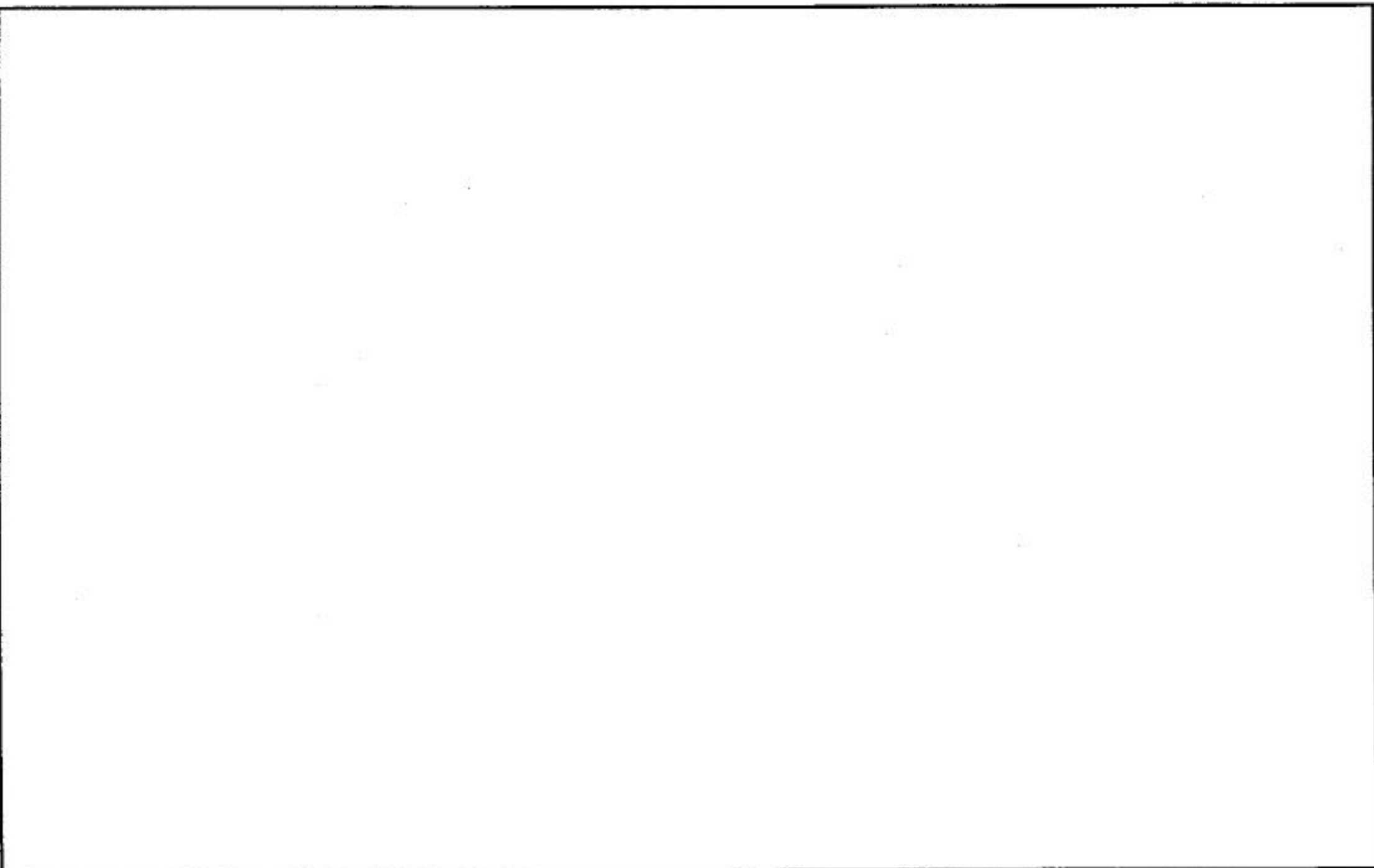
SAMPLE AD SIZES -- 5 COLUMN PAGE

12 COLUMN INCHES

3 x 4 — 1/8 page



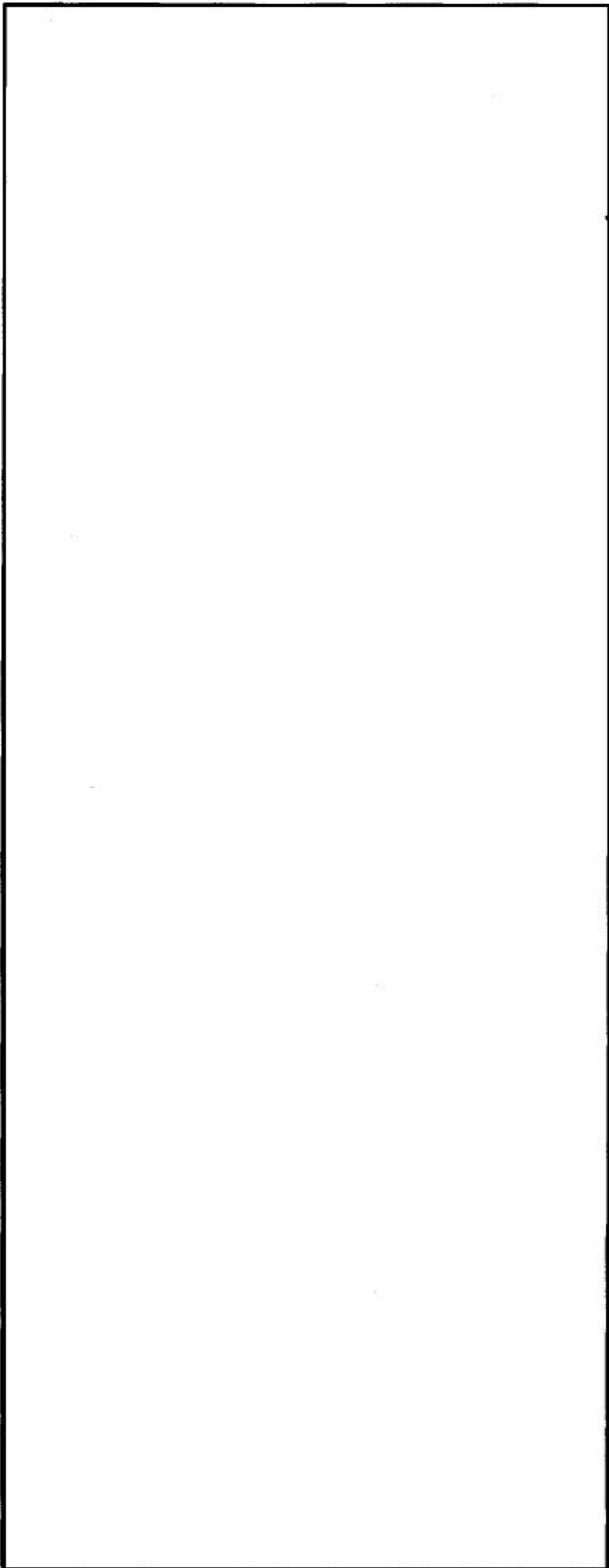
2 x 6 — 1/8 page



SAMPLE AD SIZES - 5 COLUMN PAGE

12 COLUMN INK

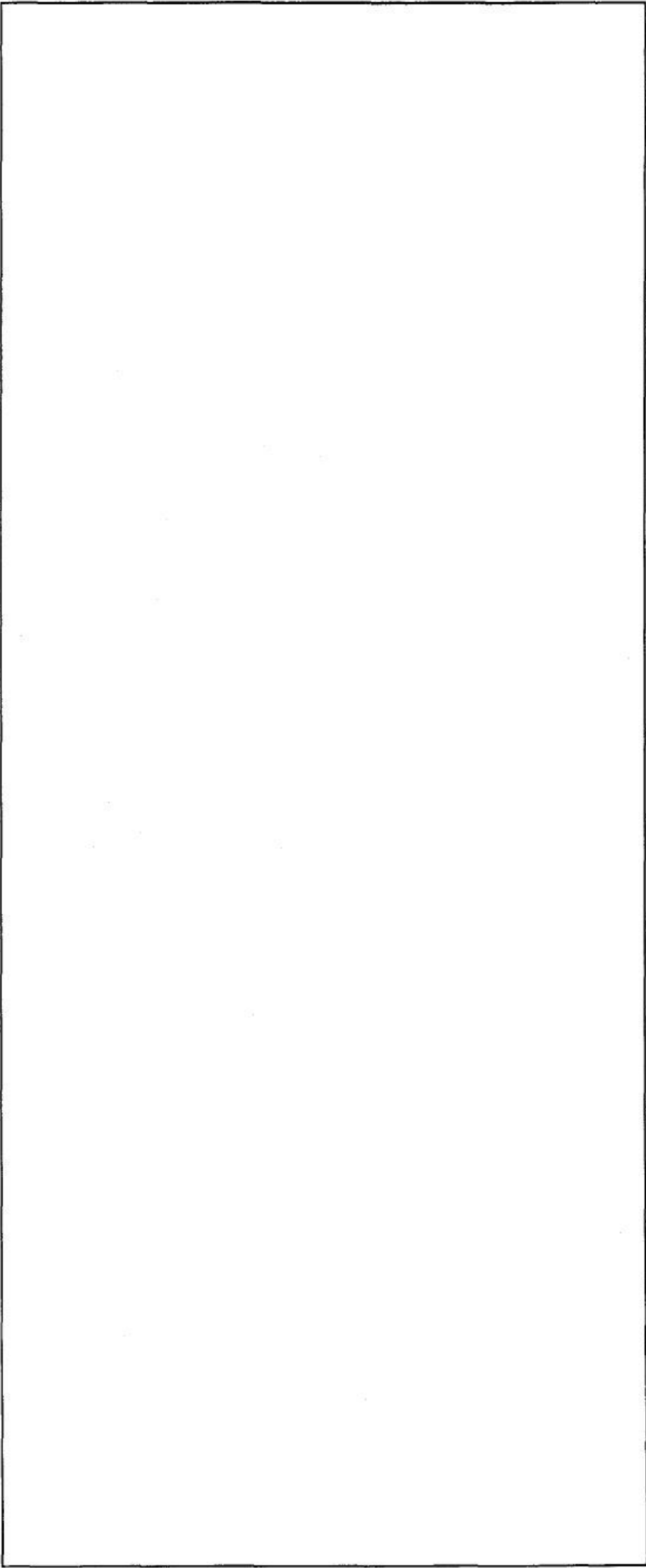
4 x 3 — 116 page



SAMPLE AD SIZES - 5 COLUMN PAGE

24 COLUMN INCHES

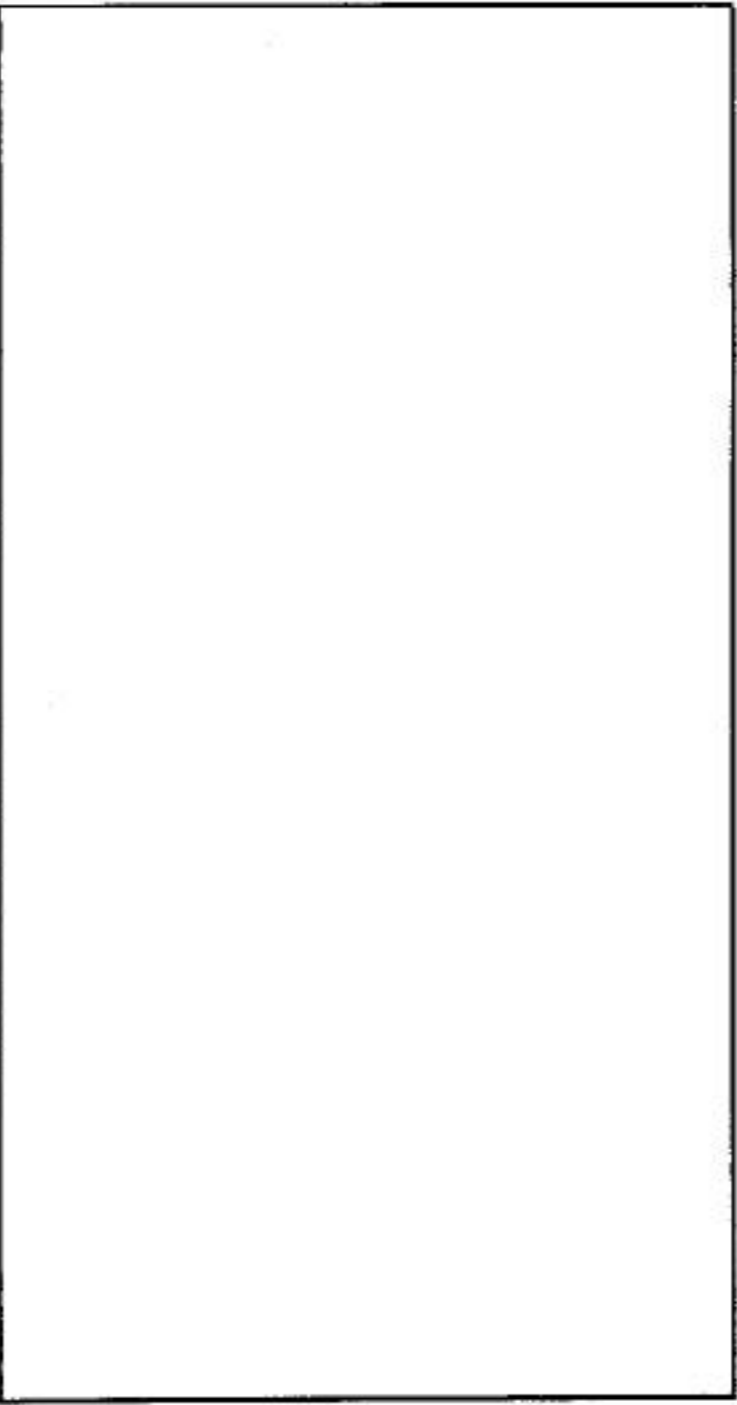
5 x 4 — 1/4 page



SAMPLE AD SIZES -- 5 COLUMN PAGE

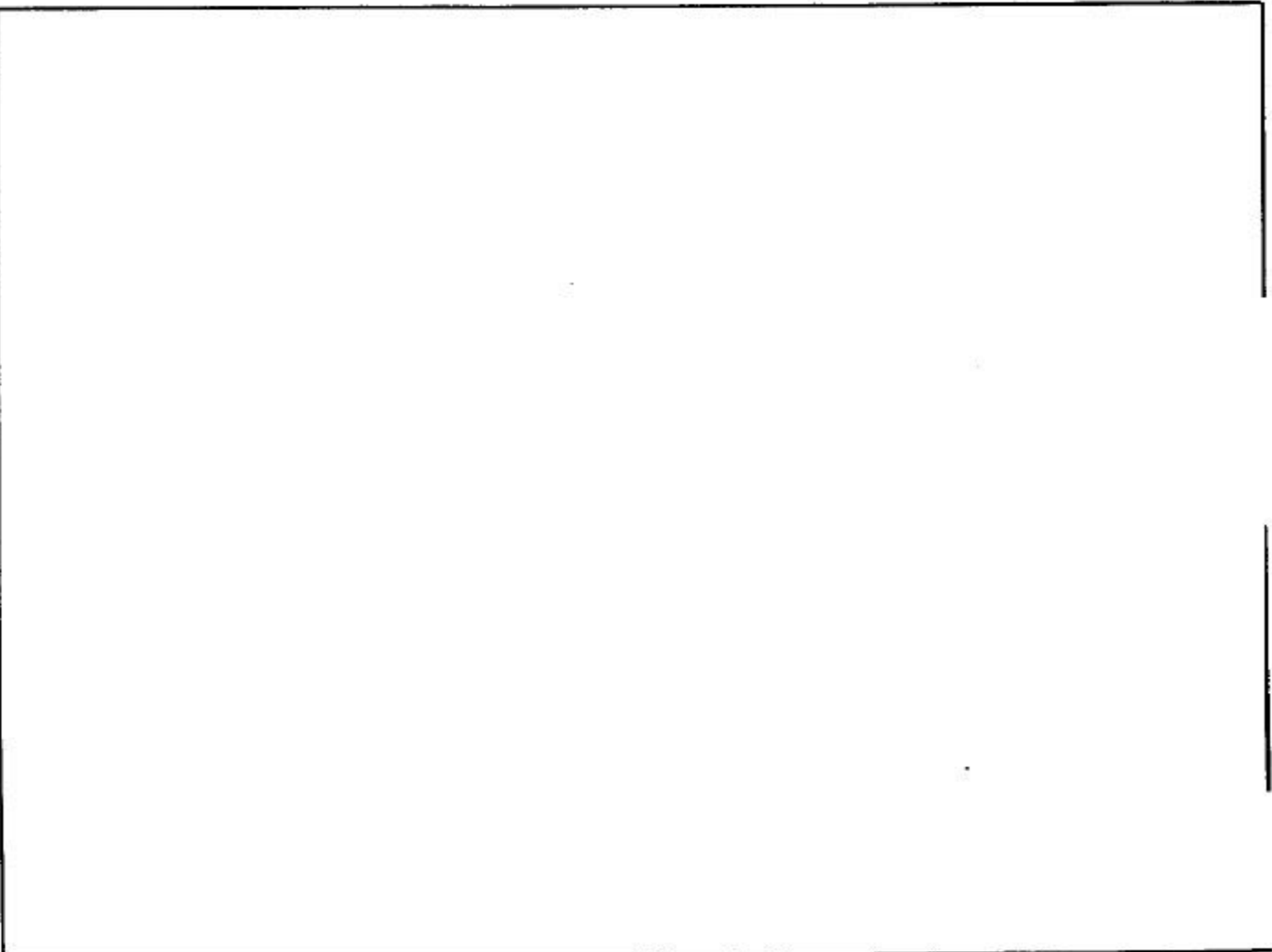
CUSTOM SIZES

2 x 2 — 4 column inches

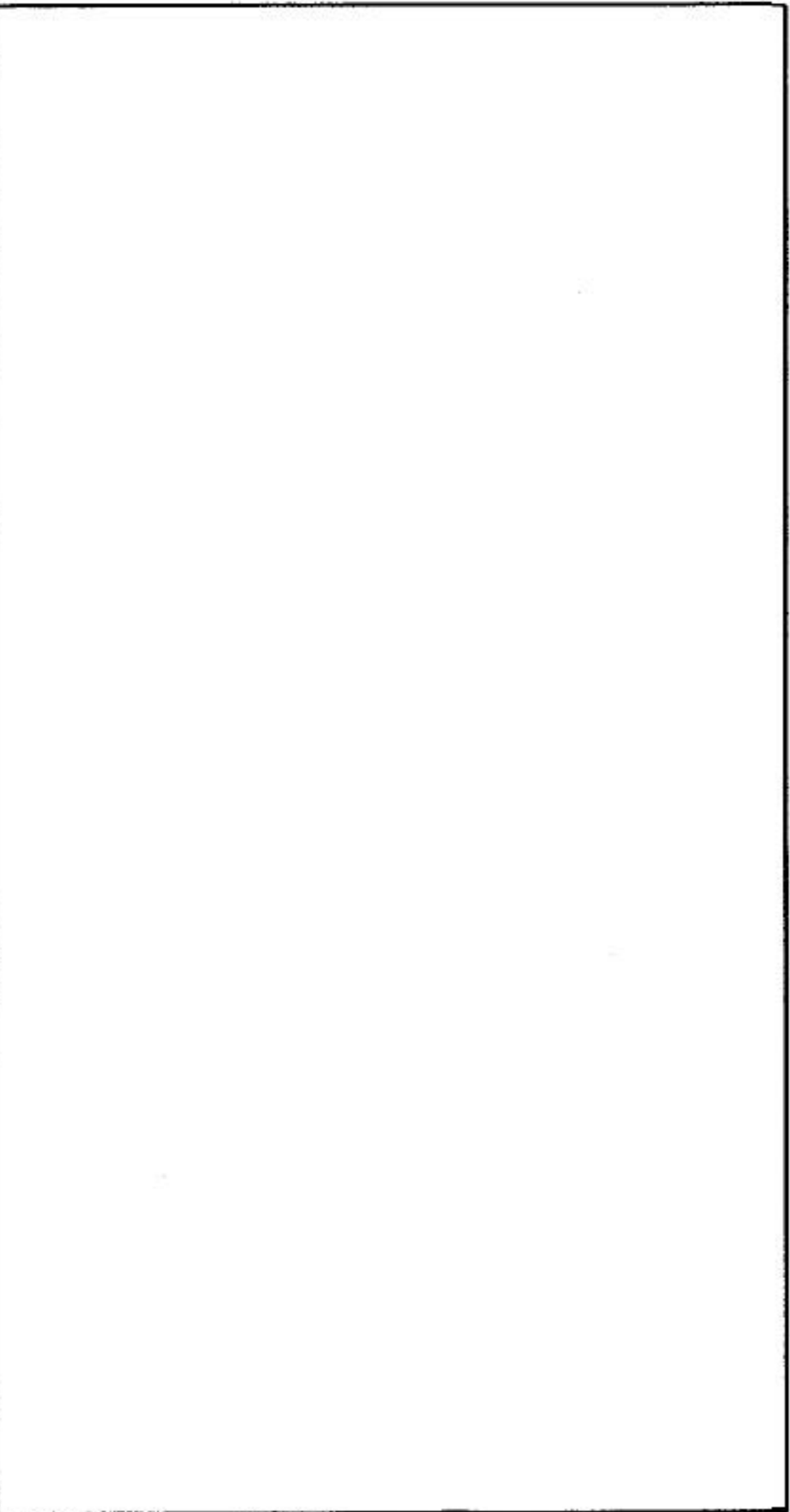


We can create an ad for you that is just the right size or price. Advertising is sold in column inches, so we can tailor an ad to your needs.

2 x 5 — 10 column inches



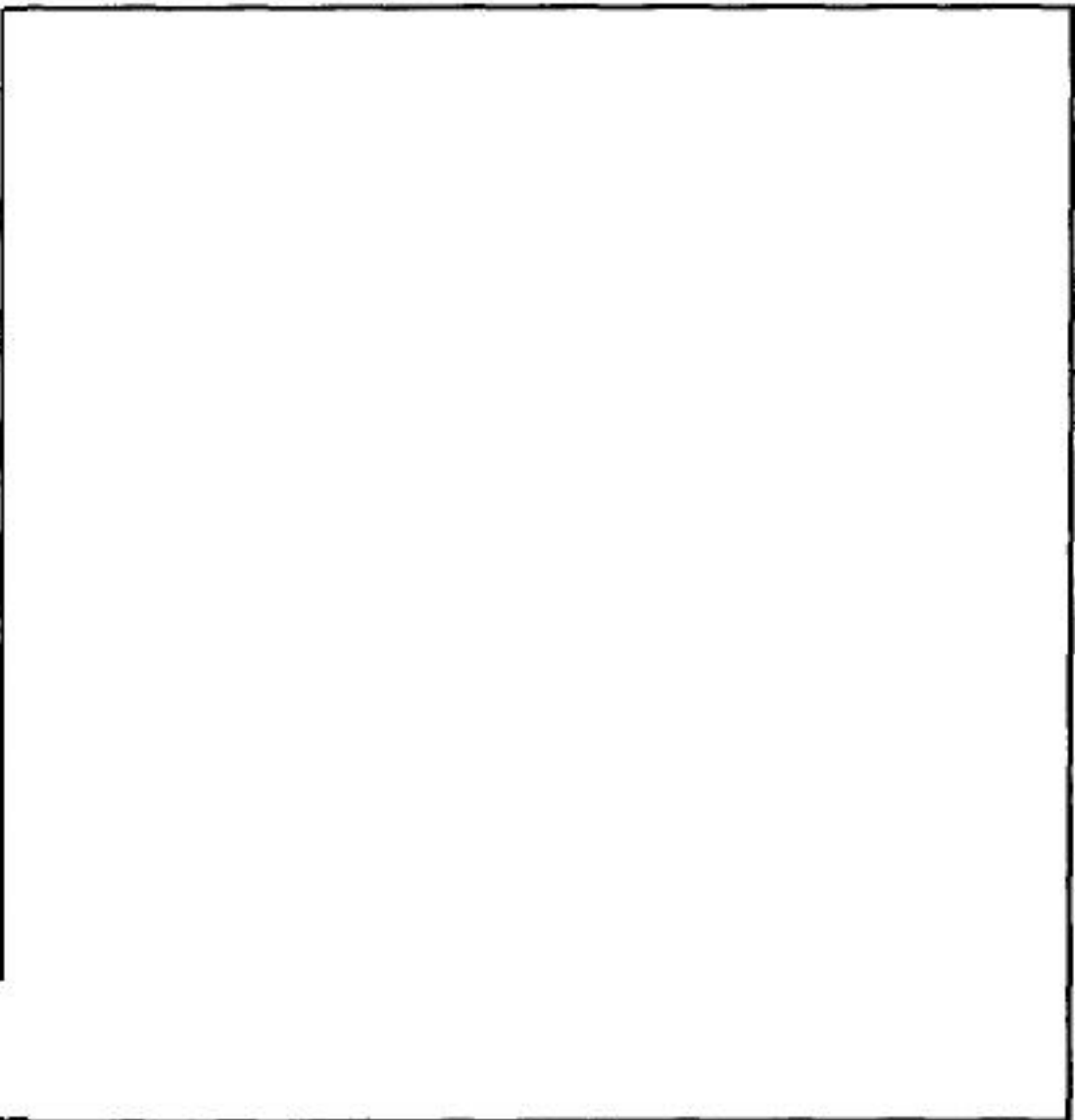
3 x 3 — 9 column inches



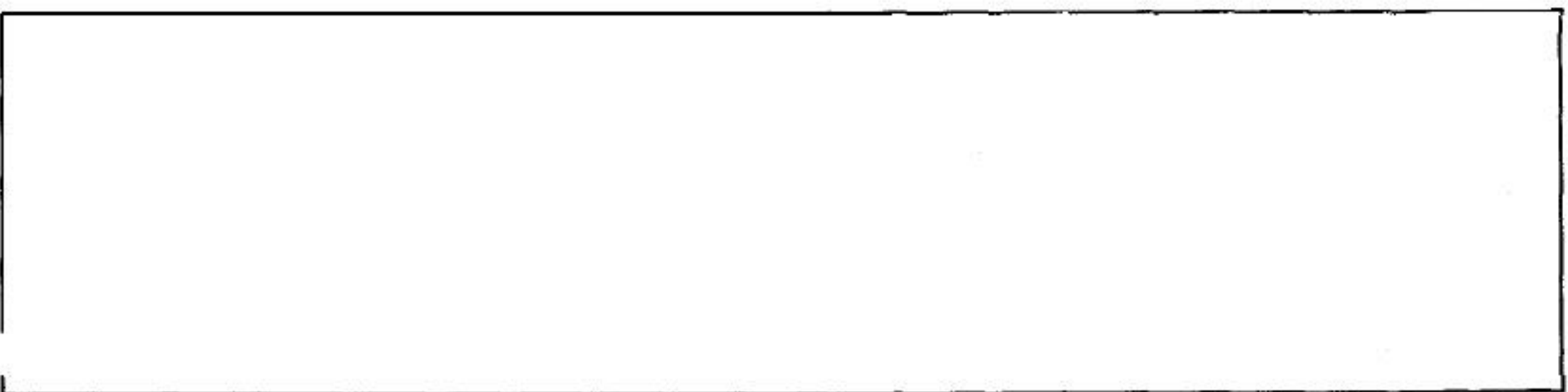
SAMPLE AD SIZES -- 6 COLUMN PAGE

6 COLUMN INCHES

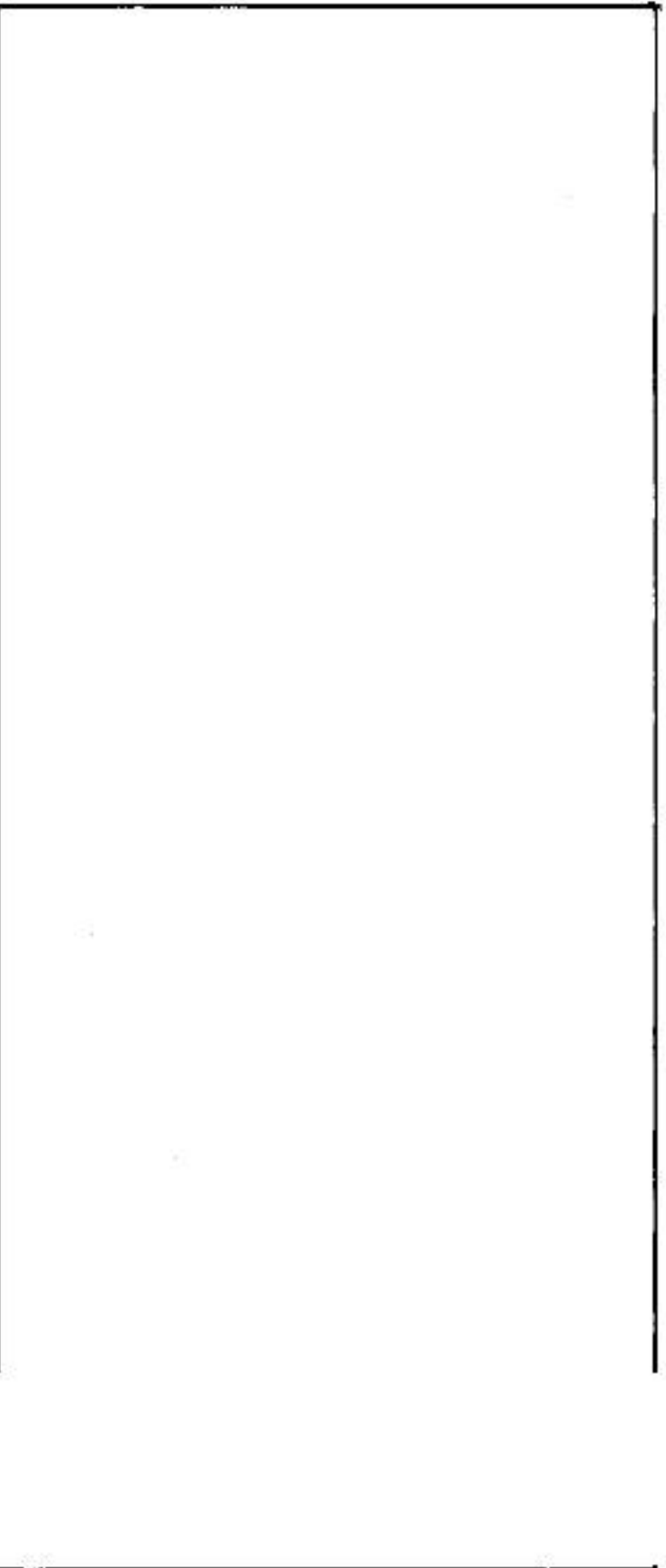
2 x 3 — 1/6 page



1 x 6 — 1/6 page



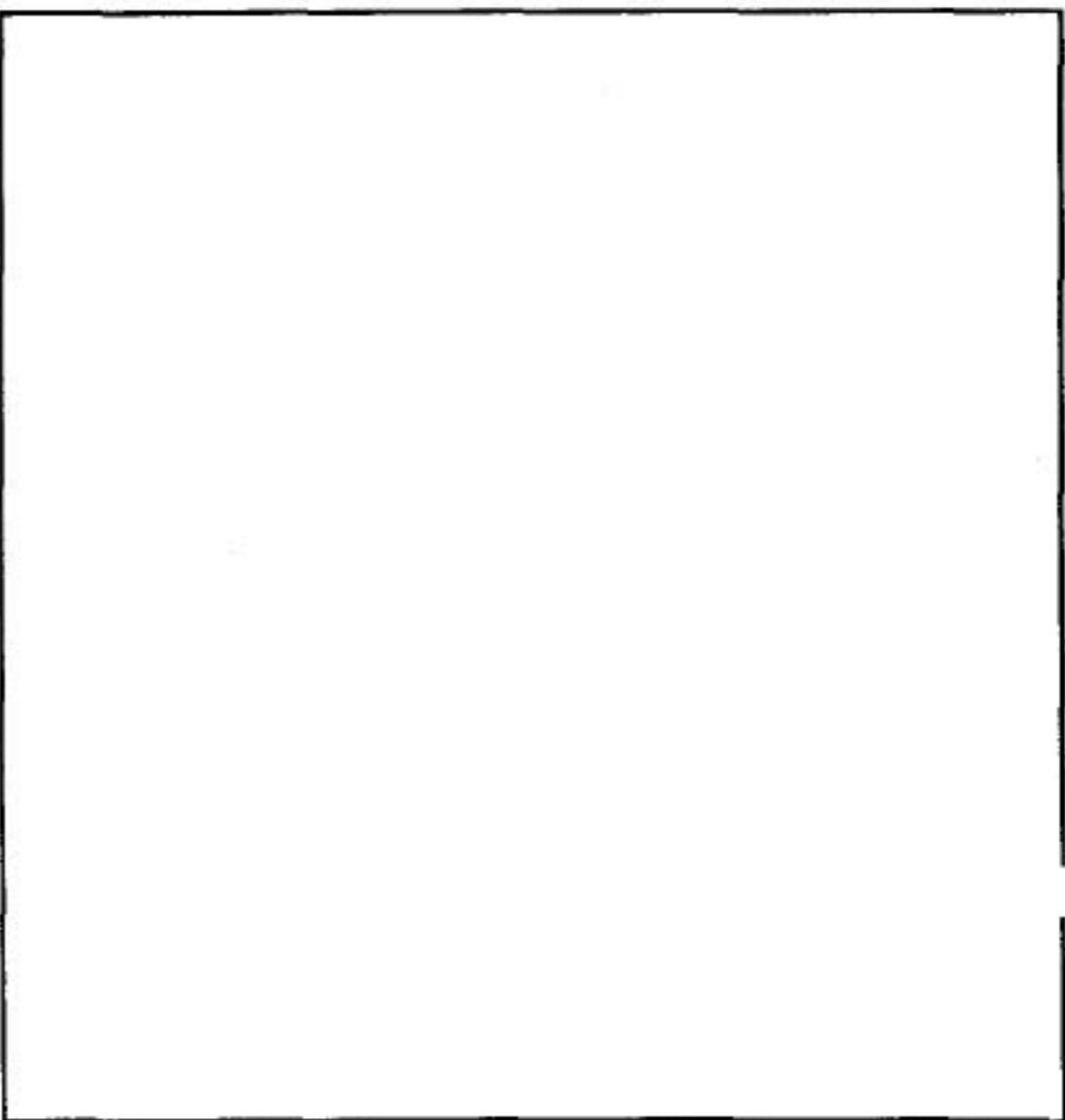
3 x 2 — 1/6 page



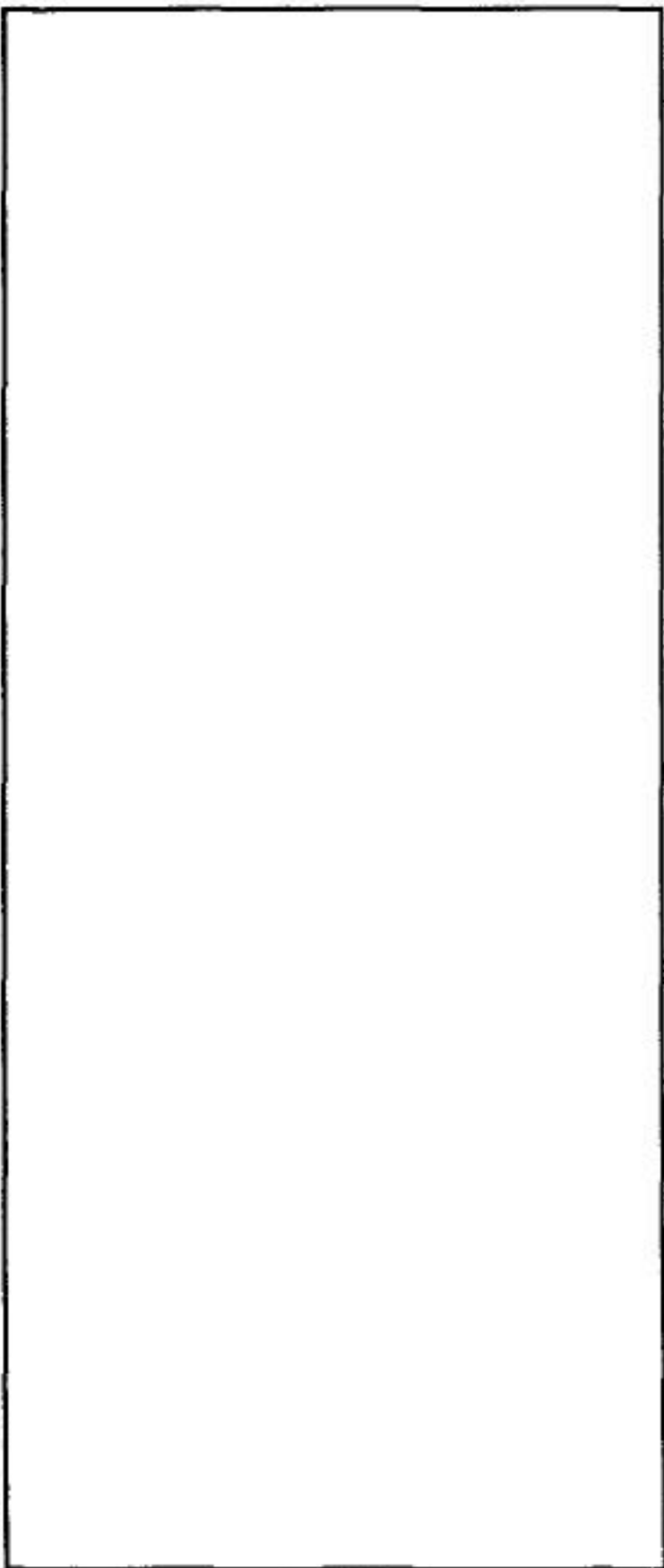
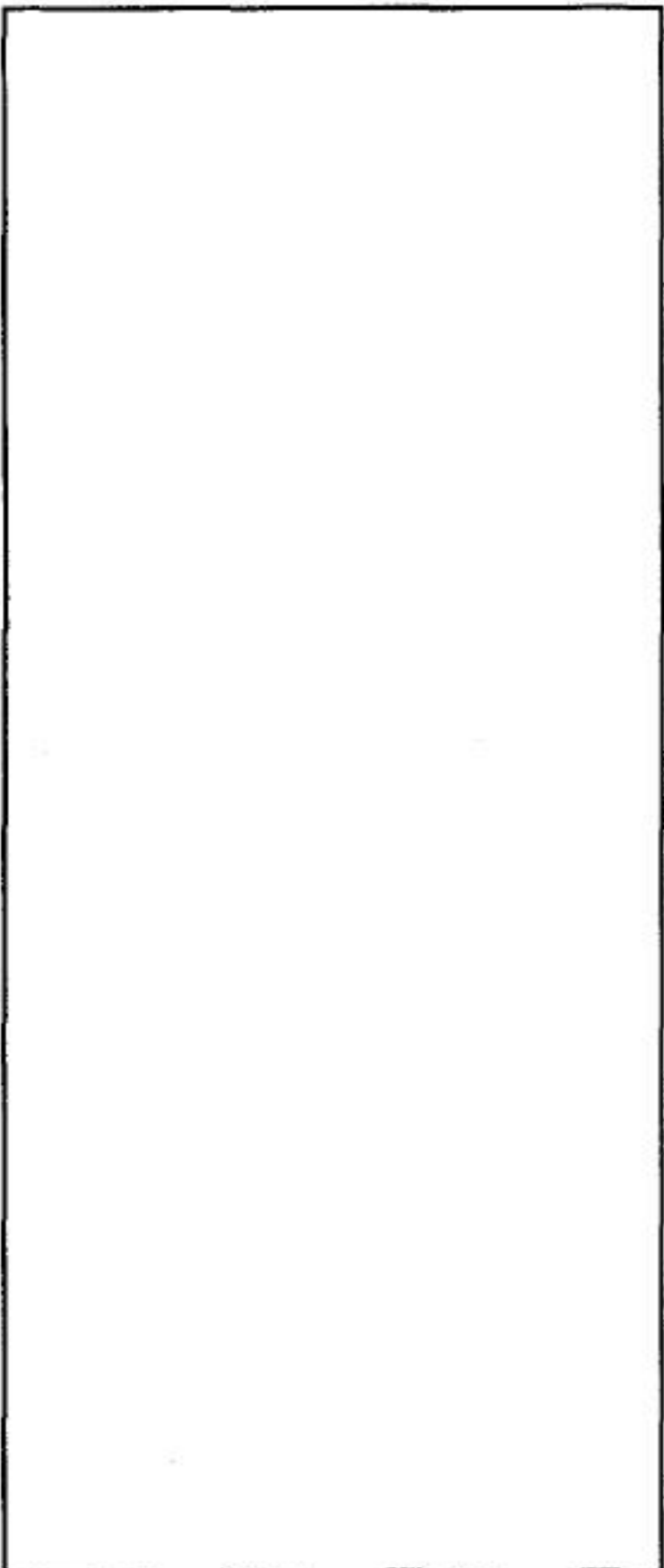
SAMPLE AD SIZES - 6 COLUMN PAGE

6 COLUMN INCHES

2 x 3 — 1/6 page



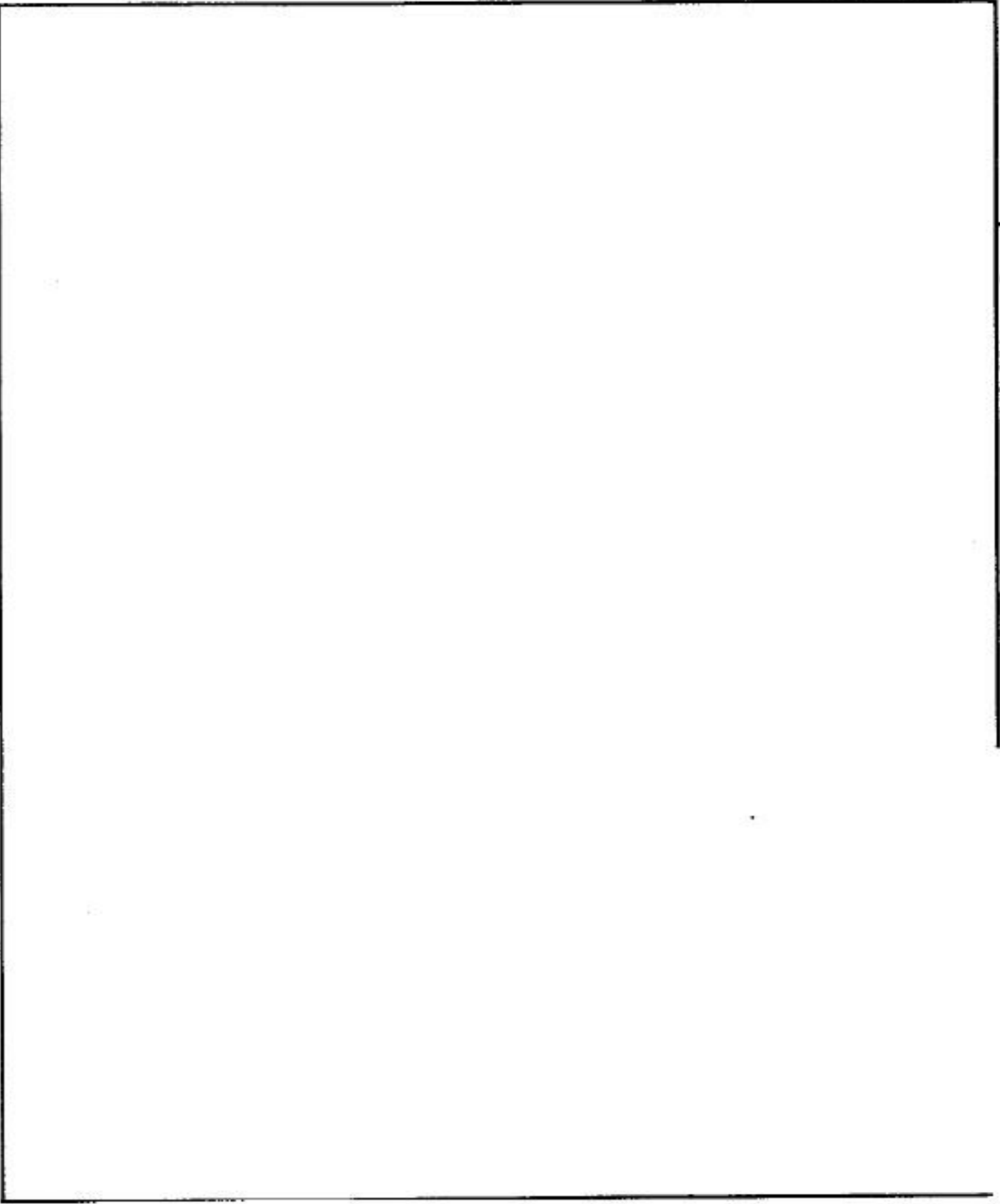
3 x 2 — 1/6 page



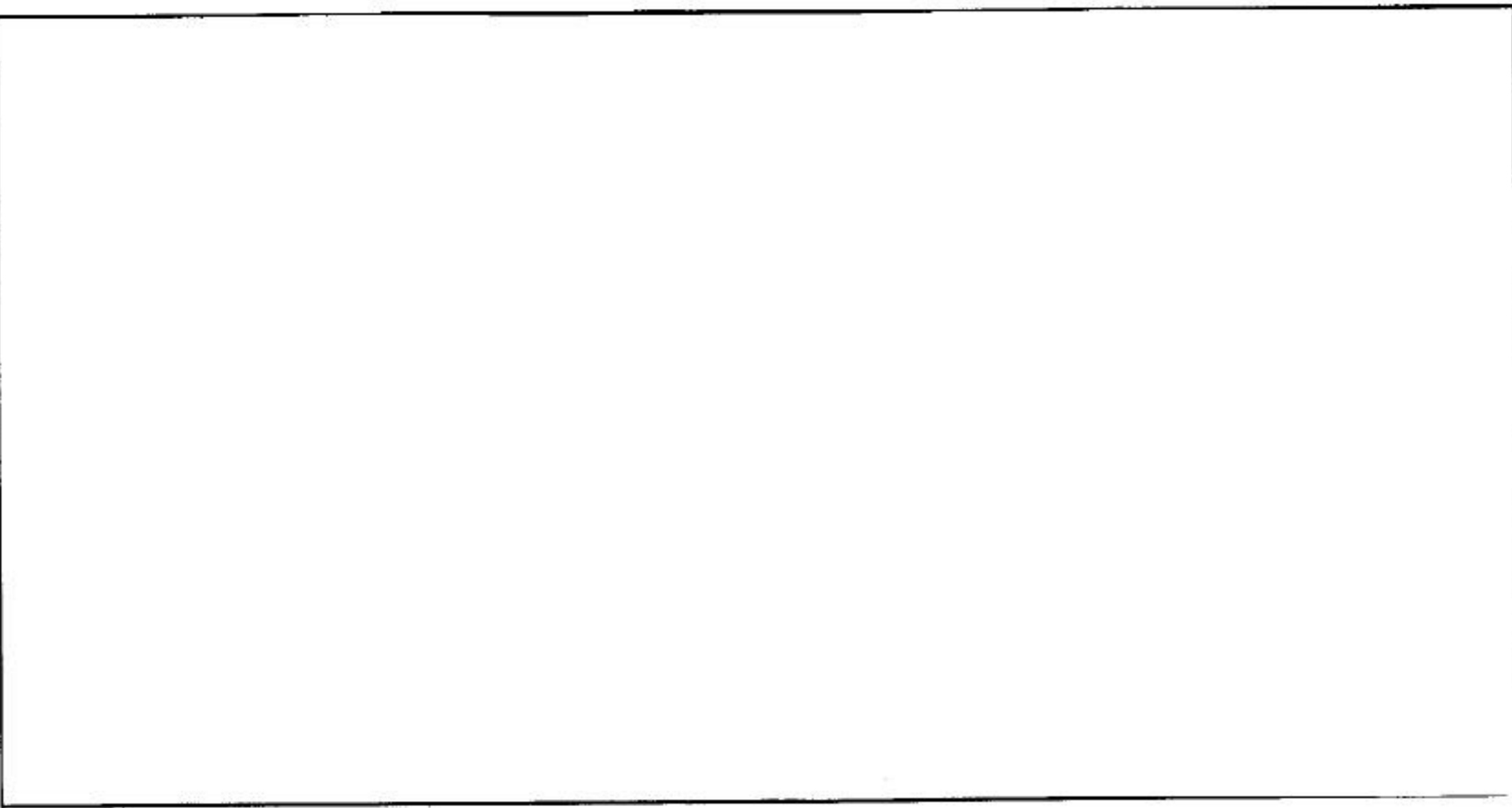
SAMPLE AD SIZES - 6 COLUMN PAGE

1 1/2 COLUMN INCHES

3 x 4—1/8 page



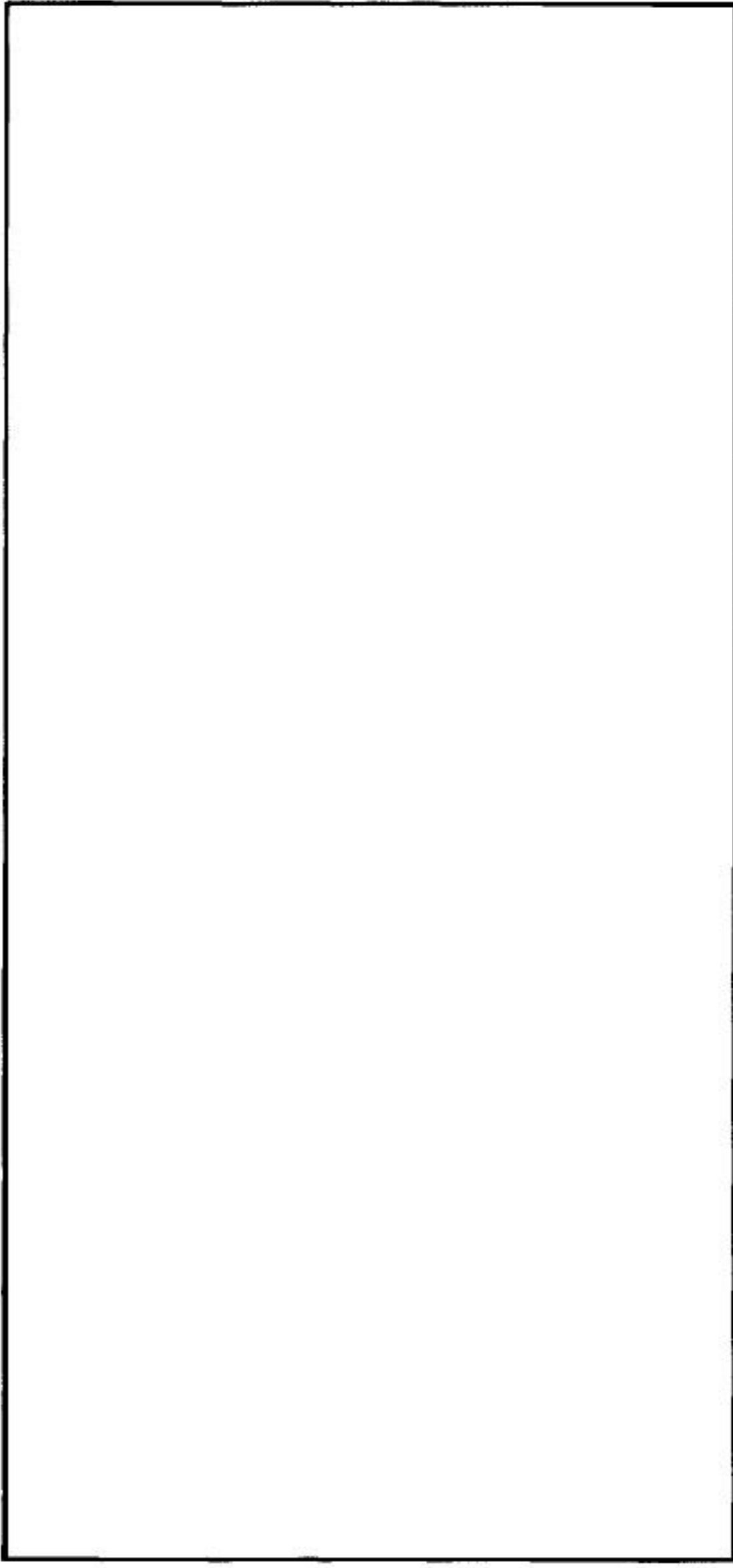
2 x 6—1/8 page



SAMPLE AD SIZES -- 6 COLUMN PAGE

12 COLUMN INCHES

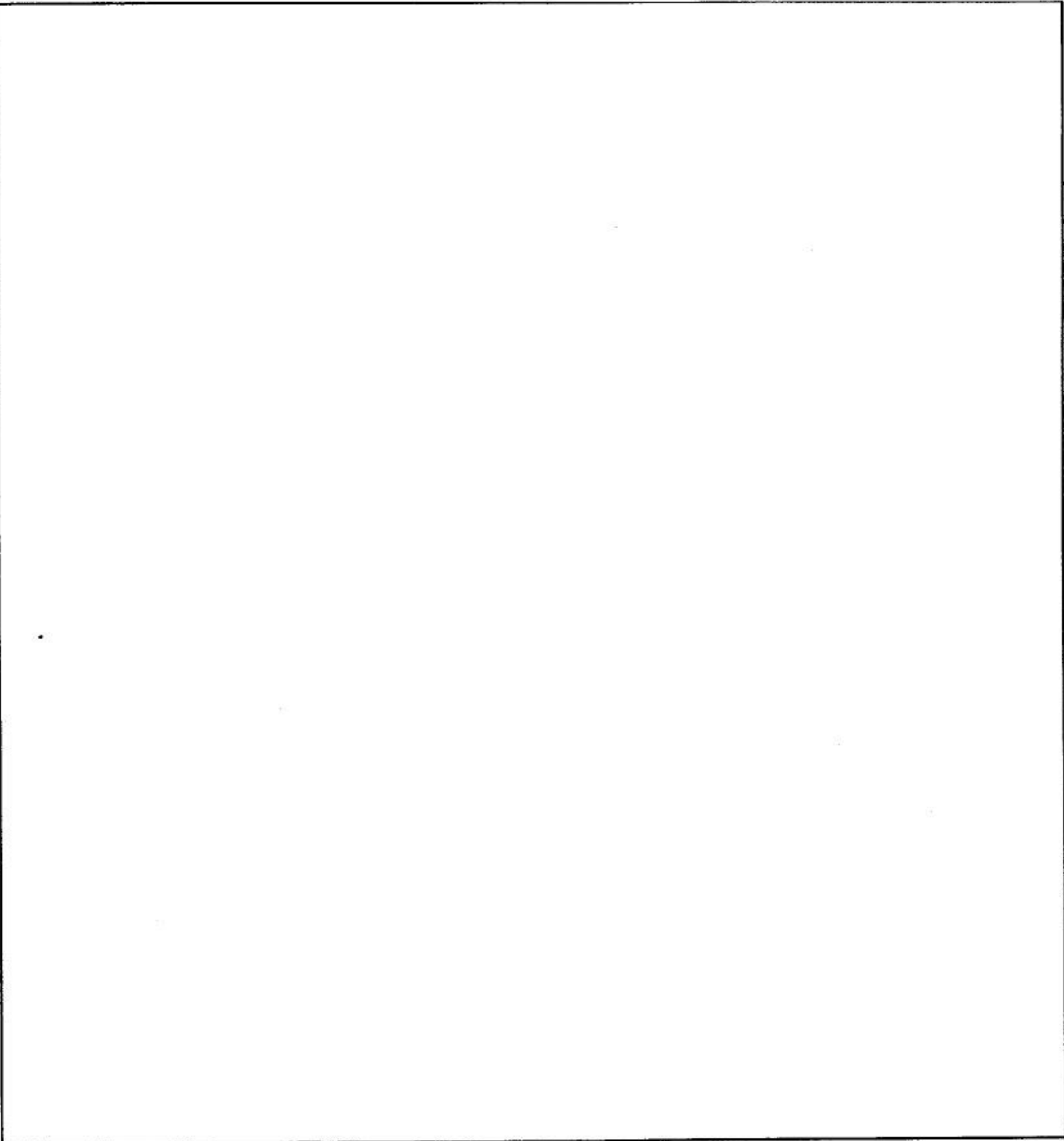
4 x 3 — 16 page



SAMPLE A | SIZES | - 6 COLUMN PAGE

24 COLUMN INCHES

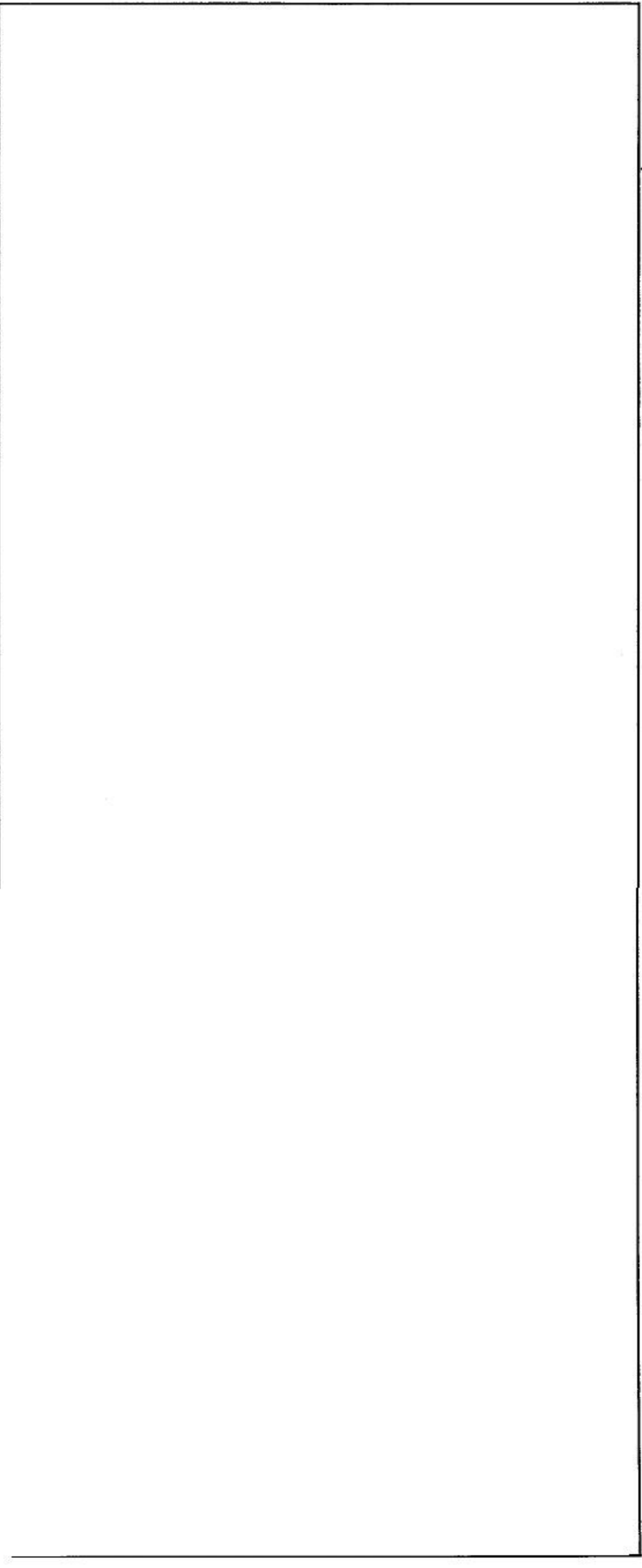
4 x 6 — 1/4 page



SAMPLE AD SIZES - 6 COLUMN PAGE

24 COLUMN INCHES

6 x 4 - 1/4 page

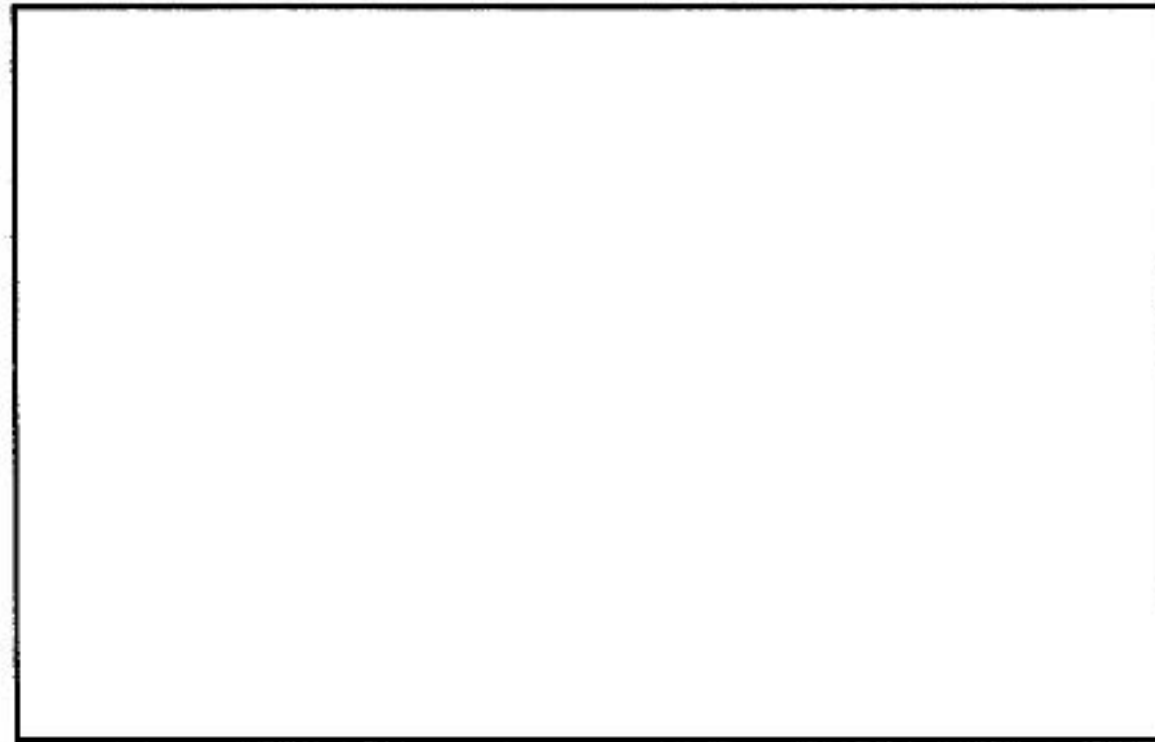


SAMPLE AD SIZES — 6 COLUMN PAGE

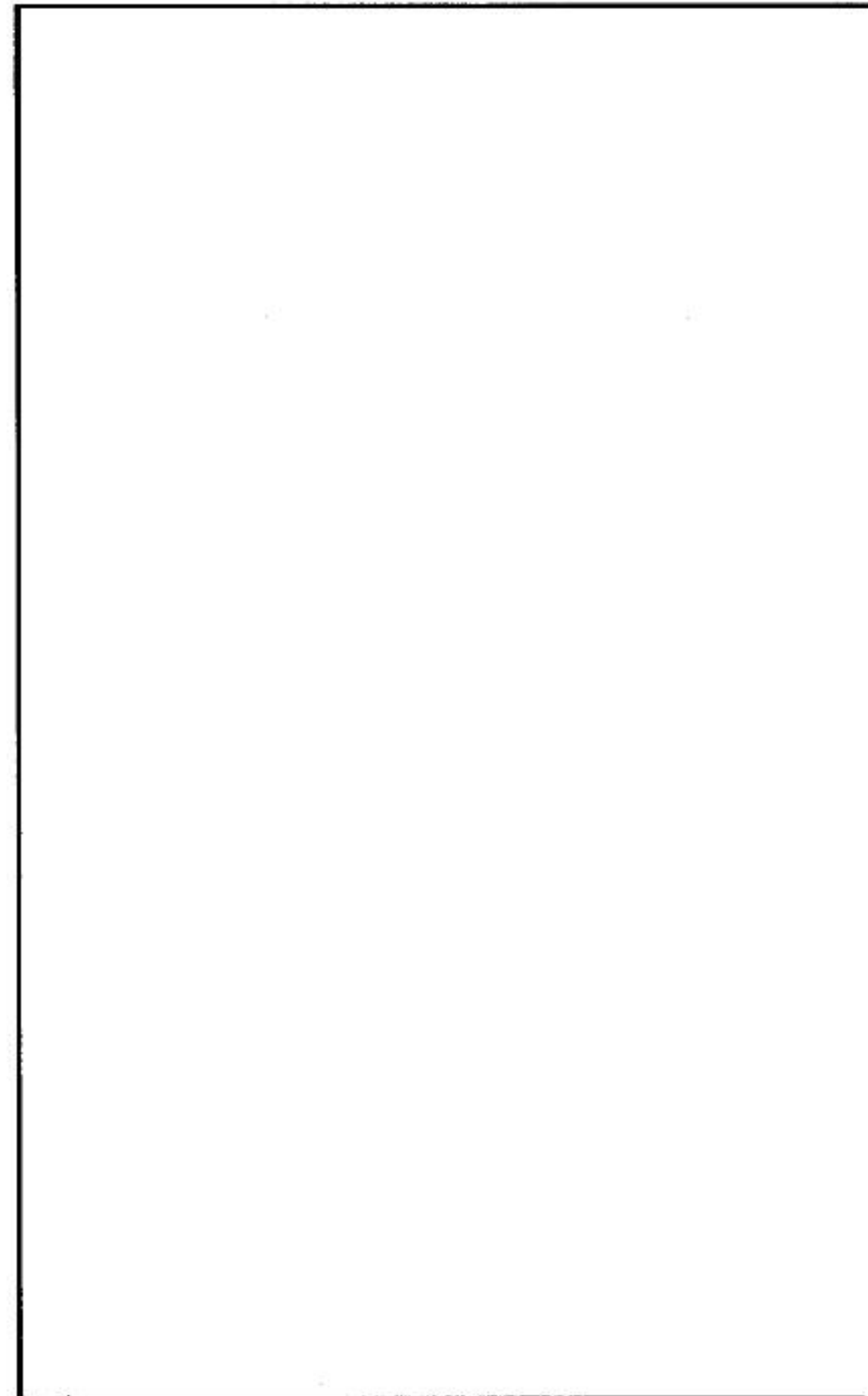
CUSTOM SIZES

We can create an ad for you that is just the right size or price. Advertising is sold in column inches, so we can tailor an ad to your needs.

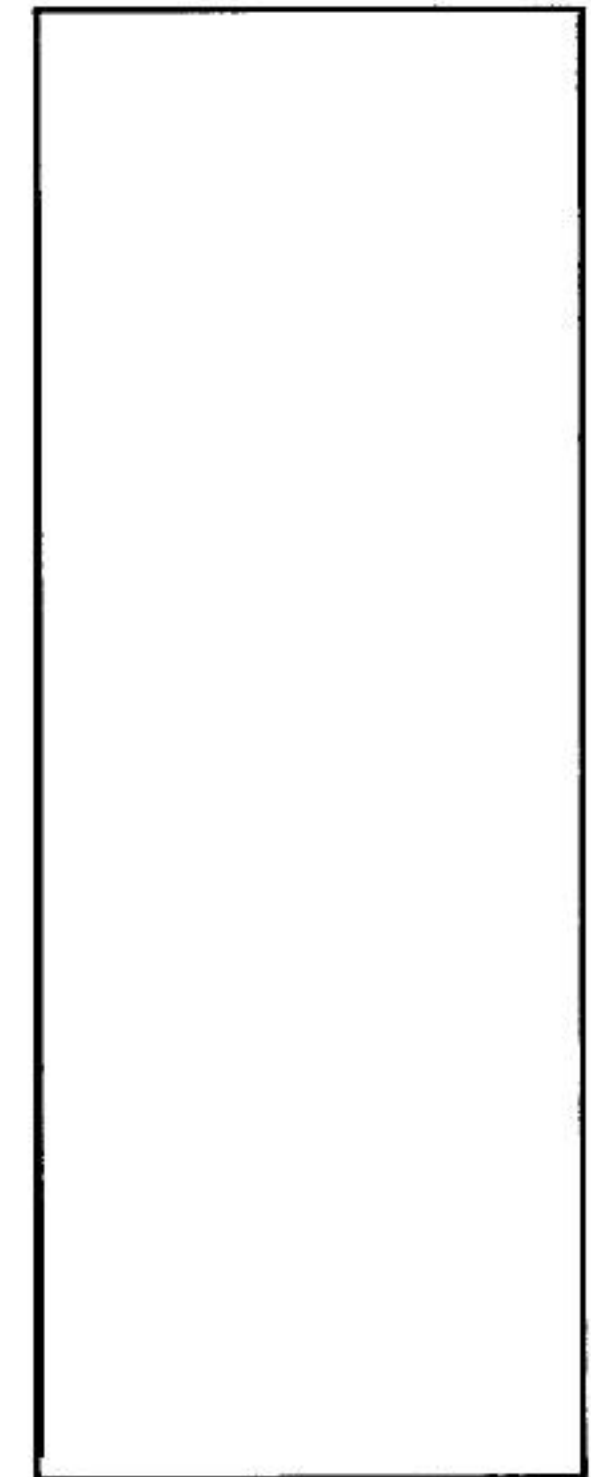
2 x 2 — 4 column inches



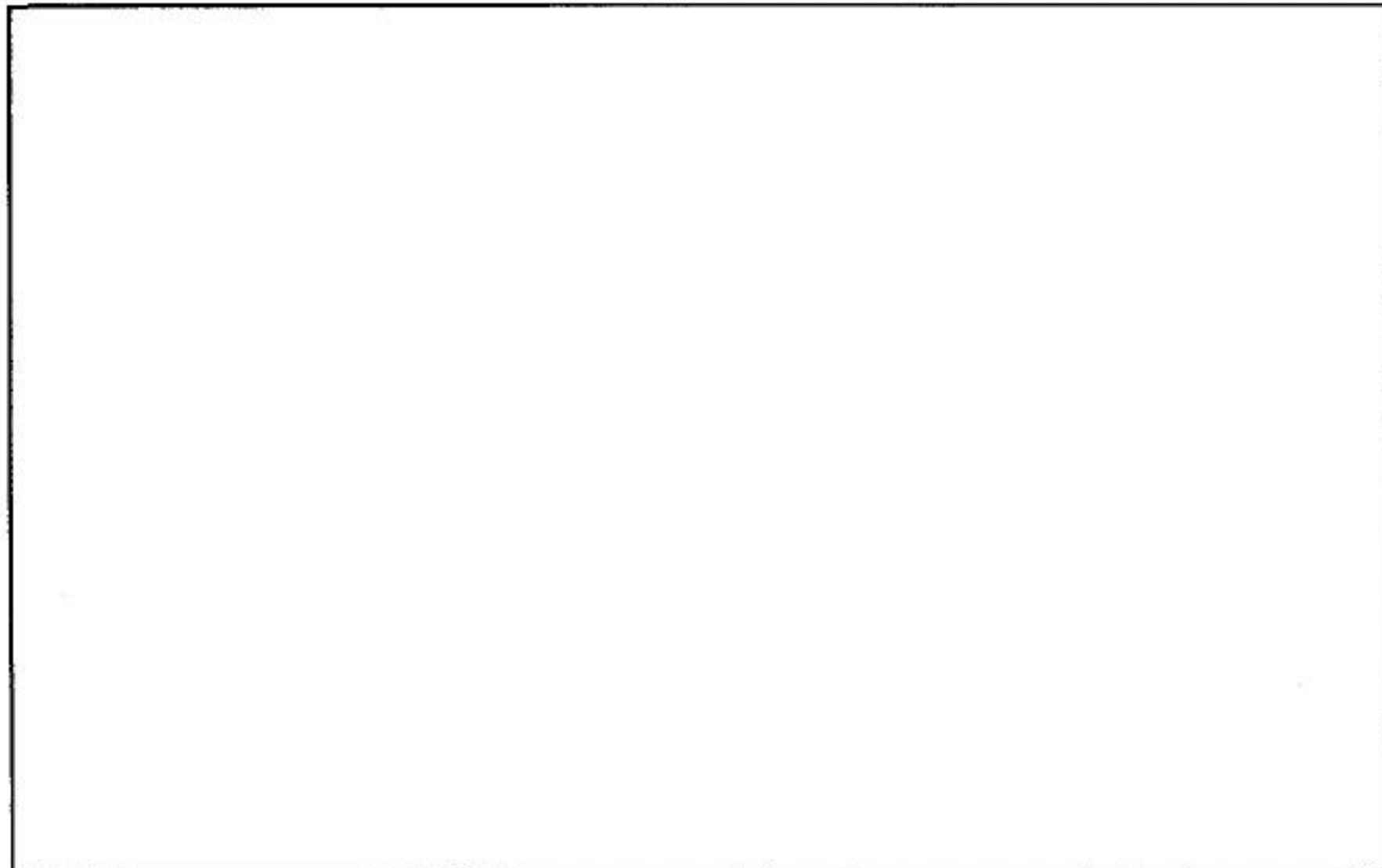
2 x 5 — 10 column inches

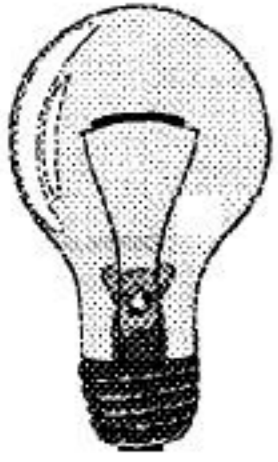


**1 x 4 —
4 column inches**



3 x 3 — 9 column inches





HOT PROSPECT:

Assigned to: _____
for issue # _____

Name _____

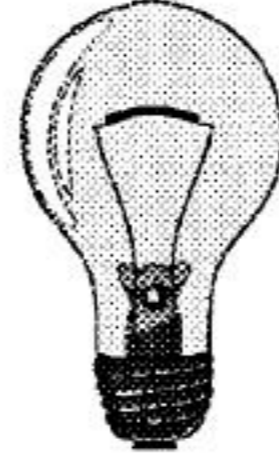
Business _____

Address _____

Phone _____

new current inactive

Additional information:



HOT PROSPECT:

Assigned to: _____
for issue # _____

Name _____

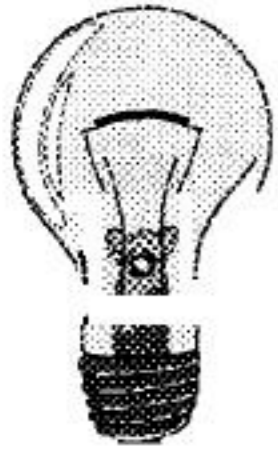
Business _____

Address _____

Phone _____

new current inactive

Additional information:



HOT PROSPECT:

Assigned to: _____
for issue # _____

Name _____

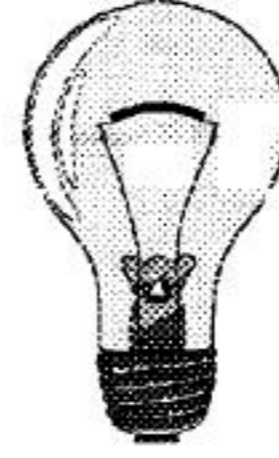
Business _____

Address _____

Phone _____

new current inactive

Additional information:



HOT PROSPECT:

Assigned to: _____
for issue # _____

Name _____

Business _____

Address _____

Phone _____

new current inactive

Additional information:

Dear Advertiser:

This is a photocopy of your ad. Please look it over carefully for errors in spelling, wrong phone number, changes in hours, etc. We want your ad to be correct and we want you to be happy with it.

After you've okayed this proof, you bear responsibility for its contents, so please take an extra minute now to review your ad.

Thank you for your business.

OK OK with changes

Ad approved by _____

Dear Advertiser:

This is a photocopy of your ad. Please look it over carefully for errors in spelling, wrong phone number, changes in hours, etc. We want your ad to be correct and we want you to be happy with it.

After you've okayed this proof, you bear responsibility for its contents, so please take an extra minute now to review your ad.

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OK OK with changes

Ad approved by _____

Dear Advertiser:

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After you've okayed this proof, you bear responsibility for its contents, so please take an extra minute now to review your ad.

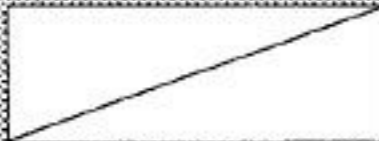

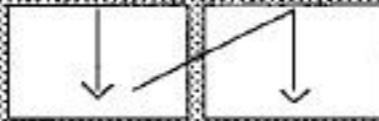

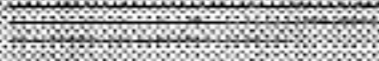
Thank you for your business.

OK OK with changes

Ad approved by _____

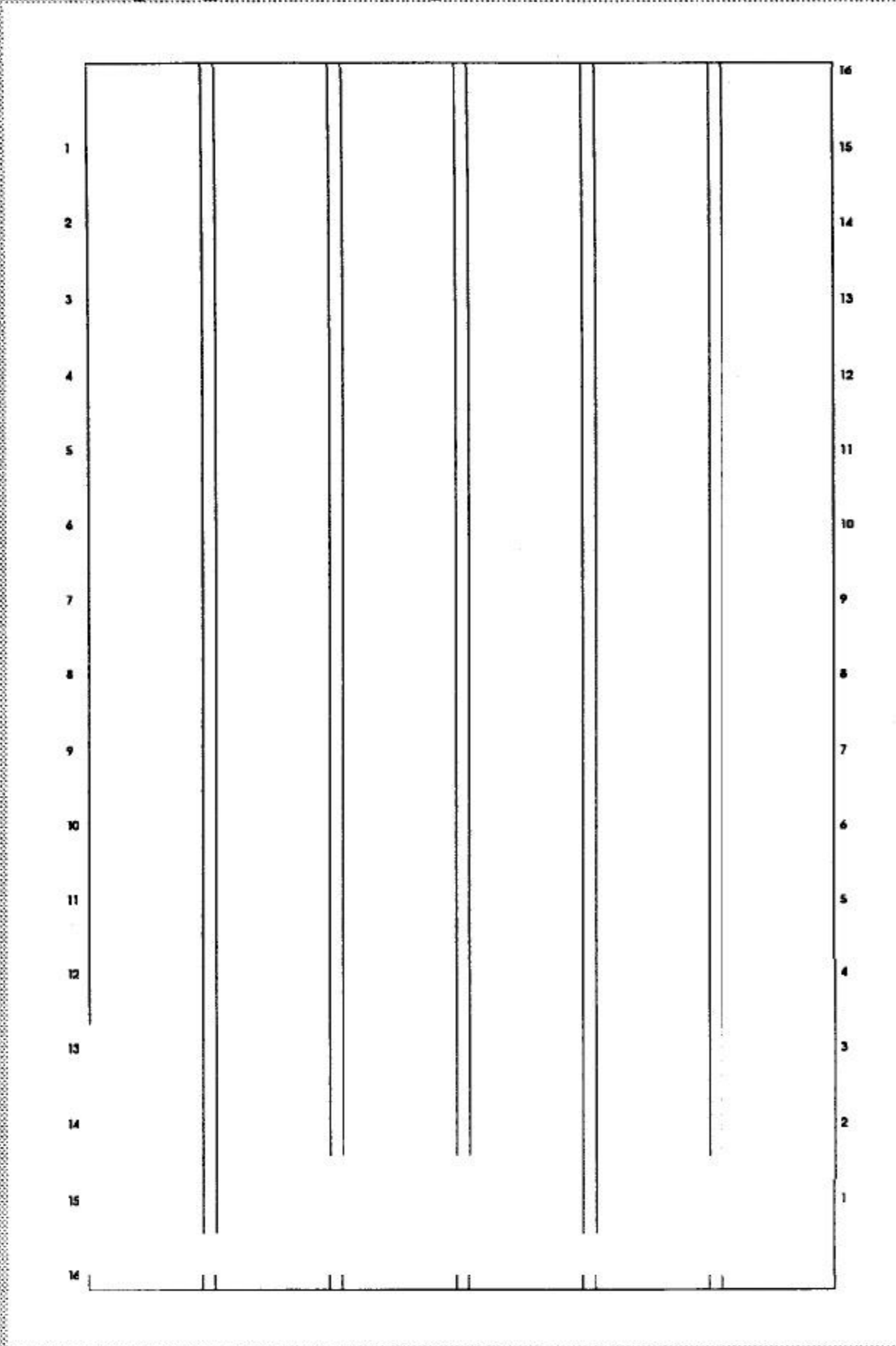
Final page dummy

Page Editors	PAGE NUMBER
Story/character count	Inches
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
Photos/shape & size	
1.	
2.	
3.	
Artwork/Cartoons	Size
1.	
2.	
3.	
Advertisements	Size
1.	
2.	
3.	
4.	
5.	
6.	
7.	



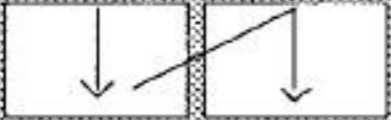

- Advertisement 
- Photo 
- Copy flow 
- Headline 
- Caption 
- Approvals:
 - Ad Manager Layout Editor
 - Photographer Adviser

Special Directions: All ads, stories, photos and artwork are measured in column inches. Indicate whether stories are to fit, be cut, or jumped in the last leg of the column.

Final page dummy



Page Editors	PAGE NUMBER
Story/character count	Inches
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
Photos/shape & size	
1.	
2.	
3.	
Artwork/Caroons	Size
1.	
2.	
3.	
Advertisements	Size
1.	
2.	
3.	
4.	
5.	
6.	
7.	

- Advertisement 
- Photo 
- Copy flow 
- Headline **Xxxxxxxxxxxxxx**
- Caption 
- Approvals:
 - Ad Manager Layout Editor
 - Photographer Adviser

Special Directions: All ads, stories, photos and artwork are measured in column inches. Indicate whether stories are to fit, be cut, or jumped in the last leg of the column.

ACCOUNT PAYMENT LEDGER PAGE

Business name _____

Address _____

City/State/ZIP Code _____

Telephone _____

Contact Person: _____

Notes:

	DATE	DESCRIPTION	INVOICE #	CHARGES	PAYMENTS	BALANCE
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						
21						
22						
23						
24						
25						
26						
27						
28						
29						
30						

PUBLICATIONS

High School
Address
City, State ZIP
Telephone

TO:

INVOICE DATE		INVOICE NUMBER	PURCHASE ORDER NUMBER	
Quantity (Inches)	Description		Rate Per Col. Inch	Extension
TERMS: Payment due upon receipt. Payment is due prior to publication date or the ad will be held. Credit may be extended to those clients who qualify for contract rates. It is necessary to first complete a credit application which must be approved by the business manager. Accounts are payable at the end of each month. Payment should reach our office no later than the tenth day of the following month. Accounts past due will not qualify for discount rates. The deadline for placing advertisements is noon on Thursday of the week prior to publication. Cancellation of advertising will not be accepted after this deadline.			TOTAL DUE	

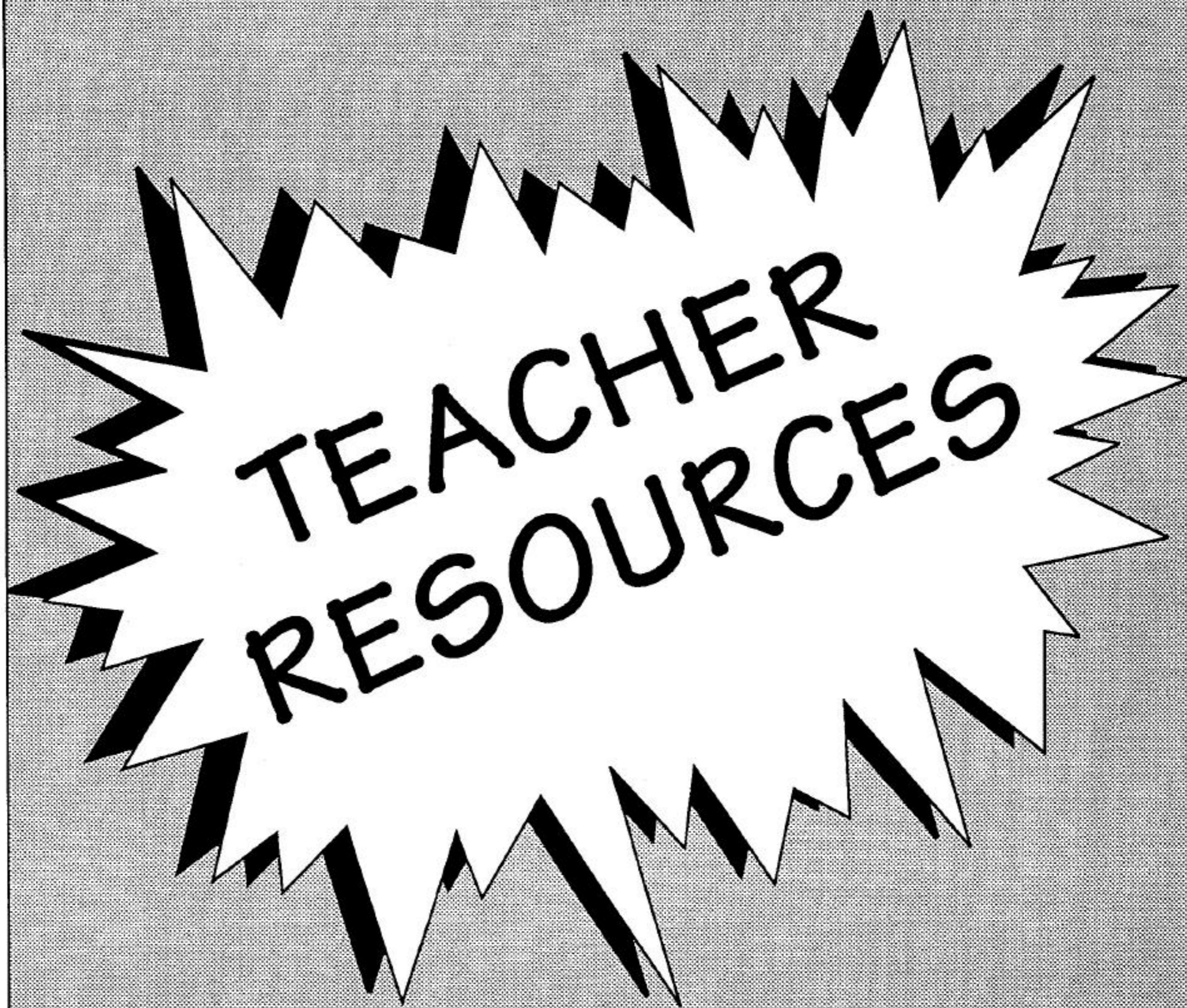
PUBLICATIONS

High School
Address
City, State ZIP
Telephone

TO:

INVOICE DATE		INVOICE NUMBER	PURCHASE ORDER NUMBER	
Quantity (Inches)	Description			Extension
TERMS: Payment due upon receipt. Payment is due prior to publication date or the ad will be held. Credit may be extended to those clients who qualify for contract rates. It is necessary to first complete a credit application which must be approved by the business manager. Accounts are payable at the end of each month. Payment should reach our office no later than the tenth day of the following month. Accounts past due will not qualify for discount rates. The deadline for placing advertisements is noon on Thursday of the week prior to publication. Cancellation of advertising will not be accepted after this deadline.				

APPENDIX B



TEACHER
RESOURCES

9

Unit 1 Quiz

I. **Vocabulary:** Match the definitions with the correct vocabulary word **from** the following list:

A daily journal

D. ad run sheet

G. wish list

J. subsidy

B. subscription fee

E. bid

H. vendors

K. accounts receivable

C. open purchase order

F bulk rate

I. co-op

L. turn-around time

- E 1. An estimate by the printer on how much he'll charge to run off the paper is called a bid.
- F 2. When you mail 200 or more papers per issue, you can get a reduced postage rate, called bulk rate.
- J 3. When someone or something helps pay part of your publication costs, they are giving you a subsidy.
- I 4. If you ask the advertiser to split the cost of something, you are asking her to co-op the cost.
- A 5. You keep track of all your expenditures and income in a form like a checkbook, called a daily journal.
- L 6. If you want to know how long it will take to get the paper back from the printer, you ask the turn-around time.
- H 7. The companies that provide your supplies and publish your paper are called your vendors.
- B 8. A subscription fee is what you charge people to receive a copy of your paper.
- K 9. Any money owed to you by a client with established credit is called accounts receivable.
- C 10. When your vendor is pre-authorized to let you run up a bill, to a certain credit limit, it's called open p.o..

II. **True or false?**

1. F If you don't live in a town with a web offset press, you can't have your paper professionally printed.
2. T The biggest expenses for most newspapers are printing and photo supplies.
3. F If you have less than 200 people on your mailing list, you shouldn't bother with third class rates.
4. T Individual wish lists can include anything, no matter how fanciful.
5. T When making a budget, your figures for fund-raising are estimates.
6. F It's OK to sell candybars as a way to make money for the newspaper.
7. F Selling personal ads for Valentine's, Christmas or the Senior Edition rarely make much money.
8. T A budget helps keep everyone focused on the goals you set.
9. F You keep track of which advertisers haven't paid yet on your daily journal.
10. T Ad revenue fluctuates, depending on the season.

III. **Fill in the blank:**

1. You can produce a special advertising issue of the newspaper around holiday time, called a holiday shopping guide.
2. Planning involves three steps: commit your vision to paper, outline your options and decide on actions.
3. When you list all your dreams, goals and objectives for the paper, it's a wish list.
4. Three ways of collecting a subscription fee are: mandatory fee, voluntary fee and selling copies.
5. Ad sales are often best during the months of November and December.

8

Unit 2 Quiz

I. Vocabulary: Match the definitions with the correct vocabulary word from the following list:

- | | | | |
|-----------------|-----------------|------------------|----------------|
| A. media packet | D. account rep. | G. ad proof | J. circulation |
| B. column inch | E. rate card | H. market survey | K. ad contract |
| C. ad prospects | F. frequency | I. client | L. open rate |

- J 1. Circulation refers to the number of copies you print of each issue of the paper.
- A 2. All your **necessary** sales information and forms like rate sheets, are kept in a media packet.
- I 3. When a business agrees to put advertising in your paper, it becomes your advertising client.
- B 4. Advertising size is measured by the column inch.
- F 5. **Frequency** refers to how often you produce a paper—weekly, every two or three weeks, monthly.
- E 6. The rate card tells an advertiser how much you charge per column inch, and your terms.
- H 7. Finding out what your readers spend their money on and where they shop is called a market survey.
- L 8. An advertiser who buys an ad for only one issue is usually charged an open rate.
- D 9. The student who identifies a prospect, sells him an ad and gets the proof OK'd is the account rep.
- C 10. People who might possibly buy an ad in your paper are identified as ad prospects.

II. True or false?

1. F A rate sheet and contract are the same thing.
2. T Your cash and credit policies should be listed in your ad terms.
3. T A handout with your specifications is necessary for merchants who provide you with camera-ready ads.
4. T People who used to advertise in your paper are often prime ad prospects.
5. T A business manager is needed, no matter how small your staff.
6. F Never try to close a sale assuming the advertiser will buy.
7. F Calling an advertiser on the phone is just as good as calling on her in person.
8. T Advertising can be educational for the reader.
9. F If you don't make a sale the first time, don't call back; they're not interested.
10. F A prospect list shouldn't include businesses that advertise in the town paper.

III. Fill in the blank:

1. The initials AIDA stand for attention, interest, desire and action.
2. Customer billing should be done by the business manager, the bookkeeper or the account rep.
3. Camera ready copy is a correctly sized velox or PMT.
4. One important factor in building a store's image is answers will vary. See text.
5. Business manager duties can include answers will vary. and See text.

10

Unit 3 Quiz

I. Vocabulary: Match the definitions with the correct vocabulary word from the following list:

- | | | | |
|---------------------|-------------------|---------------|----------|
| A. benefit head | D. pica | G. proof copy | J. art |
| B. gaze motion | E. identification | H. border | K. copy |
| C. dominant element | F. closing | I. typeface | L. serif |

- L 1. When type has small, ornamental brush strokes, it is called a serif.
- F 2. The part of an ad that includes information necessary for the reader to act, including store i.d., is the closing.
- D 3. A typographer's unit to measure type, equal to 1/6 of an inch, is a pica.
- E 4. The identification gives the store name and/or logo in the advertising copy.
- H 5. The line around an ad, usually in 2 point, is called a border.
- J 6. Any photo, drawing or graphic element in an ad is called art.
- B 7. How you want the person's eyes to move across the page is called gaze motion.
- A 8. A phrase or sentence in large type in the ad that grabs the reader's attention is the benefit head.
- I 9. An alphabet style and all its variations, including italic, bold, condensed, etc., is called a typeface.
- G 10. A photocopy of the ad as it will appear in the paper is called a proof copy.

II. True or false?

1. F In an emergency, you can use an ad cut out of an old issue of the paper, if you've misplaced your PMT.
2. T The pitch in your ad copy should offer evidence to back up your claims.
3. T What style of type to use is an important element in ad design.
4. T Newsprint does not reproduce fine lines well, so hairline borders and rules should be avoided.
5. T A benefit headline shouldn't **be** just the store's name and logo.
6. T Whenever possible, use illustrations of the product as your art.
7. T A perfectly square ad is boring because perfectly balanced things are static.
8. F Ads should try to fit as much information—words, art, and photos—as possible into the space purchased.
9. T Things printed on medium or dark-colored business cards don't reproduce well as ad **art**.
10. T Avoid using the same typestyle for your ad headlines as your regular news story headlines.

III. Fill in the blank:

1. One example of a san serif typeface used in this chapter is Helvetica, Avante Garde or Optima.
2. On a Macintosh computer, fonts to avoid are those with city names because they are bitmapped/are jaggy.
3. Three cardinal sins of crummy ads are: poor repro. quality, wrong typefaces and elements a disaster.
4. Two examples of an ad that won't reproduce well are answers will vary. See text.
and _____
5. Every ad should include: art, benefit headline, pitch (copy), close and identification.

7

Unit 4 Quiz

I. Vocabulary: Match the definitions with the correct vocabulary word **from** the following list:

- | | | | |
|-------------------|----------------------|------------------|--------------------------|
| A. run sheet | D. billing statement | G. proof copy | J. data base |
| B. contract rate | E. modular | H. PSA | K. purchase order number |
| C. invoice number | F. delinquent | I. stacked right | L. dummy page |

- I 1. When ads are placed in an L shape, with the largest ad on the bottom right, it's called stacked right.
- E 2. When the ads form a rectangle across the entire **bottom** of the page, it's called modular.
- H 3. An ad that you run for free, promoting things that are good for you, is a PSA.
- L 4. A dummy page is a small outline of the page, showing ad placement.
- A 5. A run sheet lists all ads sold for a particular issue.
- C 6. A number you assign to an individual ad sale each issue is called a/an invoice number.
- F 7. Accounts that **havent** paid in a long time are called delinquent accounts.
- J 8. A list of information, sorted by category, is called a database.
- B 9. A reduced cost rate for ads, based on the number of times the ad will run, is called a contract rate.
- K 10. A number your client assigns to her ad to be run is called her purchase order number.

II. True or false?

1. F Schools should anticipate about 25 to 30 percent of their advertisers will not pay.
2. F Ads can be placed anywhere on the dummy page, as long as it's eyepleasing.
3. T A database can be used to do run sheets as well as billing.
4. F A daily journal helps keep track of which ads are to run in what issues.
5. F Invoice numbers are essential for any billing system.
6. T You should have a separate run sheet for each issue before you ever start ad sales.
7. F Every client should be required to pay for the ad in advance.
8. T You must follow up on delinquent accounts, because they won't pay if you don't.
9. T A billing statement should include your school's name, address and phone number.
10. T You can actually take an advertiser to small claims court, if you have a valid contract.

III. Fill in the blank:

1. Three categories you could include in a database are answers will vary. See text. and
2. To prove the ad ran as scheduled, the newspaper usually sends the advertiser a tear sheet.
3. At a bare minimum, a run sheet should include name of advertiser, size sold, the rate, and total cost.
4. For bookkeeping purposes, a run sheet should also include the amount paid.
5. Run sheets can be organized either in three-ring binders or file folders.

If I had unlimited time, talent, money, ability, self-confidence and support from my family/staff/adviser/principal, here is a list of what my newspaper would do, have and become:

- 1 *No. 1 paper in nation*
- 2 *35 staffers*
- 3 *quality photos*
- 4 *spot color on page 1*
- 5 *full color*
- 6 *compact disc player*
- 7 *staff car*
- 8 *snack bar*
- 9 *electric stapler*
- 10 *Fax machine*
- 11 *video Statesman*
- 12 *more racks*
- 13 *paper plate awards*
- 14 *thumbs up memos*
- 15 *quote editor*
- 16 *regular speakers*
- 17 *AP hookup*
- 18 *pop-up issue*
- 19 *staff retreats*
- 20 *Enough money for recycled paper and soy inks*
- 21 *Statesman jacket*
- 22 *letters for staff members*
- 23 *published on a more regular basis – every two weeks*
- 24 *minimum size – 8 pages*
- 25 *student involvement – paper is about them*
- 26 *unlimited food credits at the cafeteria*
- 27
- 28
- 29
- 30
- 31
- 30
- 31
- 32
- 33

THESE ARE MY OPTIONS:

- A. Increase the amount of advertising we will need to sell this year by \$660 (\$60 per issue for 11 issues)
- B. Reduce the number of issues by one or two
- C. Find an advertiser who's willing to split the cost of the color with us — we'll pay half, they'll pay half
- D. Find a new printer who charges less

THIS IS THE ACTION I PLAN TO TAKE:

If we do this we won't have the money to buy a new camera

We could save \$500 - \$1,000, but our frequency is important. This would reduce our cost to \$330 for the year

If we can save \$30 - \$60 per issue on our overall printing bill then we could try to find advertiser who are willing to split the cost of color with us. Between the new printer and the advertisers we will save \$660!

PRINTER 1 PRINTER 2 PRINTER 3 PRINTER 4

Basic price includes all of the following:

- A. **Number of copies** 2,000
- B. **Number of pages** 12 pages
- C. **Page size:** Tabloid 35" (17.5 x 23)
- D. **Bindery:** Quarterfolded
- E. **Method of printing:** Web offset
- F. **Frequency of publication:** every three weeks
- G. **Ink:** Black
- H. **Type of paper:** Electrobryte newsprint
- I. **Submission:** Camera-ready flats provided
- I. **Turn-around:** 24-hour turnaround or better

Enterprise-Courier

Pry Publishing

Times Publications

TOTAL:

\$246.00 308.00 322.00 _____

List the following items on a per-issue basis:

- J. **Spot color:** Pantone color spec. on 1,4,5,8
- K. **Process color:** CMYK on pgs. 1,4,5,8
- L. **Plate burns:** extra charge, if any
- M. **Screen tints:** extra charge per page, if any
- N. **Photos:** Screening

<u>67.00</u>	<u>90.00</u>	<u>75.00</u>	_____
<u>267.00</u>	<u>205.00</u>	<u>280.00</u>	_____
<u>NA</u>	<u>NA</u>	<u>7.50</u>	_____
<u>NA</u>	<u>NA</u>	<u>7.50</u>	_____
<u>NA</u>	<u>NA</u>	<u>4.50</u>	_____

NOTES:

Oral quotes based on the above specifications were solicited over the telephone the week of August 20-24, 1991.

Rob Melton
Newspaper Adviser

	DATE	DESCRIPTION	BUDGET #	INCOME (+)	EXPENSE (-)	BALANCE
1	3-1	Balance Forward				1,852.36
2	3-3	Times Publications	I		500.00	1,352.36
3	3-4	U.S. Postmaster	4		22.05	1,330.31
4	3-5	La Paloma	A	48.00		1,378.31
5	3-5	Gordon's Candy Shop	A	24.00		1,402.31
6	3-7	The Computer Store	6		125.75	1,276.56
7	3-8	Oregon Press Women	9		30.00	1,246.56
8	3-9	Pat Bartley-movie review	12		9.00	1,237.56
9	3-12	Images Unlimited	A	24.00		1,261.56
10	3-15	Car wash	G	215.30		1,476.86
11	3-16	Citizens Photo	2		24.60	1,452.26
12	3-17	Multnomah Village Pizza	13		32.00	1,420.26
13	3-18	Society of Newspaper Design	10		60.00	1,360.26
14	3-22	Round Table Pizza	A	48.00		1,408.26
15	3-24	Marco's Restaurant	A	24.00		1,432.26
16	3-24	Gordon's Candy Shop	A	48.00		1,480.26
17	3-25	Mykonos Restaurant	A	24.00		1,504.26
18	3-28	Film	2		13.50	1,490.76
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DAILY JOURNAL PAGE

	DATE	DESCRIPTION	BUDGET #	INCOME (+)	EXPENSE (-)	BALANCE
1	3-1	Balance Forward				011.00
2	3-4	U.S. Postmaster	4		22.05	700.95
3	3-5	Nature's	A	10.00		006.95
4	3-5	Presto Photo	A	10.00		824.95
5	3-5	Images Unlimited	A	18.00		042.95
6	3-5	Gordon's Candy Shop	A	40.00		882.95
7	3-5	La Paloma	A	40.00		930.95
8	3-5	women's Health Center	A	40.00		970.95
9	3-6	Linda Shalor-personal	A	10.00		988.95
10	3-6	Melanie Ford-personal	A	40.00		1,020.95
11	3-6	Glorea LaYonne	A	40.00		1,076.95
12	3-7	Harvey's Flowers	A	10.00		1,094.95
13	3-7	Ed's Driving School	A	10.00		1,112.95
14	3-7	Mykonos	A	24.00		1,136.95
15	3-7	Whitman College	A	10.00		1,154.95
16	3-7	Hillsdale Pharmacy	A	18.00		1,172.95
17	3-7	Taco Time	A	10.00		1,190.95
18	3-7	The Computer Store	6		125.75	1,065.20
	3-8	Stanley Kaplan	A	18.00		1,003.20
20	3-8	Hillsdale Radio & TV	A	10.00		1,101.20
20	3-0	Oregon Rowing	A	40.00		1,141.20
22	3-8	Oregon Press Women	9		30.00	1,111.20
23	3-11	Pat Bartley-movie review	12		9.00	1,102.20
24	3-12	Rowell marriage ad	A	40.00		1,150.20
25	3-12	Beauty Salon	A	96.00		1,246.20
26	3-16	Car wash	G	215.30		1,461.20
27	3-10	Citizens Photo	2		24.44	1,437.06
28	3-19	Multnomah Village Pizza	13		32.00	1,405.06
29	3-20	Society of Newspaper Design	10		60.00	1,345.06
30	3-21	Times Publication5	1		500.00	045.06
31	3-27	Film	2		13.50	031.56
30						
31						
32						
33						
34						
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Ad Run Sheet

Issue Date:

Issue # 7
02 / 22 / 91

INVOICE NUMBER ADVERTISER SIZE RATE COST AMT. PD. PAGE ✓

022291 -01	Nature's	2x3	3.00	18.00	18.00	2	✓
022291 -02	Presto Photo	2x3	3.00	18.00	18.00	2	✓
022291 -03	Sally's Cards	2x5	3.00	30.00		2	✓
022291 -04	Hillsdale Pastry Shop	2x3	3.00	18.00		3	✓
022291 -05	Images Unlimited	2x3	3.00	18.00	18.00	3	✓
022291 -06	Gordon's Candy Shop	2x5	4.00	40.00	40.00	3	✓
022291 -07	La Paloma	3x4	4.00	48.00	48.00	3	✓
022291 -08	Bart Associates	2x3	3.50	21.00	21.00	4	✓
022291 -09	Round Table	3x4	3.00	36.00	36.00	4	✓
022291 -10	Harvey's Flowers	2x3	3.00	18.00	18.00	B4	✓
022291 -11	Ed's Driving School	2x3	3.00	18.00	18.00	B4	✓
022291 -12	Mykonos	3x2	4.00	24.00	24.00	5	✓
022291 -13	Portland Com. College	2x10	4.00	80.00		5	✓
022291 -14	Whitman College	2x3	3.00	18.00	18.00	6	✓
022291 -15	Hillsdale Pharmacy	2x3	3.00	18.00	18.00	6	✓
022291 -16	Taco Time	2x3	3.00	18.00	18.00	6	✓
022291 -17	Stanley Kaplan	2x3	3.00	18.00	18.00	7	✓
022291 -18	Hillsdale Radio & TV	2x3	3.00	18.00	18.00	8	✓
022291 -19	Beauty Salon	3x8	4.00	96.00	96.00	D4	✓
-20	TOTALS			573.00	445.00		
-21							
-22							
-23							
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Ad Run Sheet

Issue Date:

03 / 15 / 91 Issue # 8

INVOICE NUMBER	ADVERTISER	SIZE	RATE	COST	AMT. PD.	PAGE	✓
031391 -01	Nature's	2x3	3.00	18.00	18.00	2	✓
031391 -02	Presto Photo	2x3	3.00	18.00	18.00	2	✓
031391 -03	Sally's Cards	2x5	4.00	40.00		2	✓
031391 -04	Hillsdale Pastry Shop	2x3	3.00	18.00		3	✓
031391 -05	Images Unlimited	2x3	3.00	18.00	18.00	3	✓
031391 -06	Gordon's Candy Shop	2x5	4.00	40.00	40.00	3	✓
031391 -07	La Paloma	3x4	4.00	48.00	48.00	3	✓
031391 -08	Women's Health Ctr.	3x4	4.00	48.00	48.00	3	✓
031391 -09	Bart Associates	2x3	3.50	21.00		4	✓
031391 -10	Linda Shalor-personal	1x4	3.00	10.00	10.00	4	✓
031391 -11	Round Table	3x4	3.00	36.00		4	✓
031391 -12	Melanie DeFord-pers.	2x5	4.00	40.00	40.00	C4	✓
031391 -13	Glorea LaVonne	3x4	4.00	48.00	48.00	C4	✓
031391 -14	Harvey's Flowers	2x3	3.00	18.00	18.00	B4	✓
031391 -15	Ed's Driving School	2x3	3.00	18.00	18.00	B4	✓
031391 -16	Mykonos	3x2	4.00	24.00	24.00	5	✓
031391 -17	Portland Com. College	2x10	4.00	80.00		5	✓
031391 -18	Whitman College	2x3	3.00	18.00	18.00	6	✓
031391 -19	Hillsdale Pharmacy	2x3	3.00	18.00	18.00	6	✓
031391 -20	Taco Time	2x3	3.00	18.00	18.00	6	✓
031391 -21	Stanley Kaplan	2x3	3.00	18.00	18.00	7	✓
031391 -22	Outward Bound	2x10	4.00	80.00		7	✓
031391 -23	Hillsdale Radio & TV	2x3	3.00	18.00	18.00	8	✓
031391 -24	Oregon Rowing	2x5	4.00	40.00	40.00	8	✓
031391 -25	Rowell marriage ad	3x4	4.00	48.00	48.00	D4	✓
031391 -26	Beauty Salon	3x8	4.00	96.00	96.00	D4	✓
-27	TOTALS			897.00	622.00		
-28							
-29							
-30							
-31							
-32							
-33							
-34							
-35							

Ad Run Sheet

Issue #

Issue Date:

02 / 22 / 91

7

INVOICE NUMBER ADVERTISER SIZE RATE COST AMT. PD. PAGE ✓

022291 -01	Nature's Granola Meals	2x3	3.00	18.00		2	✓
022291 -02	Music Melodies	2x3	3.00	18.00		3	✓
022291 -03	Toni's Burger Bar	2x5	4.00	40.00		2	✓
02291 -04	Student Body Store	1x3	3.00	9.00	9.00	2	✓
022291 -05	Chez Cheri Hair Salon	2x5	4.00	40.00	40.00	3	✓
022291 -06	La Gaviota Books	3x4	4.00	48.00	48.00	3	✓
022291 -07	Eugene JoggersClub	4x4	4.00	64.00	64.00	4	✓
022291 -08	Barbie's Perfect Tan	1x4	4.00	16.00		4	✓
-09							
-10							
-11							
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INCOME	BUDGET	YEAR-TO-DATE	CURRENT	TOTAL
A. Advertising.....	\$4,000	1,500 +	400 =	1,900
B. Subscriptions	1,200	1,200 +	Ø =	1,200
C. Single Copy Sales	Ø	Ø +	Ø =	Ø
D. Student Body Fees	2,000	2,000 +	Ø =	2,000
E. In-School Subsidy	1,500	1,500 +	Ø =	1,500
F. District Subsidy	800	800 +	Ø =	800
G. Fundraising	300	Ø +	Ø =	Ø
H. Promotions	500	125 +	250 =	375
I. Other	Ø	Ø +	15 =	15
J. TOTAL.....	10,300	7,125 +	665 =	7,790

EXPENSES	BUDGET	YEAR-TODATE	CURRENT	TOTAL
1. Printing	\$4,500	1,500 +	500 =	2,000
2. Photography	1,500	400 +	120 =	520
3. Office Supplies	500	300 +	25 =	325
4. Postage	300	72 +	24 =	96
5. Typesetting	Ø	Ø +	Ø =	Ø
6. Computer/Printer Supplies	1,500	900 +	Ø =	900
7. Paste-up Supplies	100	60 +	12 =	72
8. Telephone	Ø	Ø +	Ø =	Ø
9. Contests	200	30 +	Ø =	30
10. Subscriptions	250	175 +	Ø =	175
11. Press Association Critiques/Memberships.....	200	Ø +	Ø =	Ø
12. Newsroom Expenses	500	68 +	9 =	77
13. Food	450	90 +	30 =	120
14. Special Projects.....	300	50 +	30 =	80
15. TOTAL.....	10,300	3,645 +	750 =	3,925

Income to date:	<u>\$7,775</u>	Line J (Total)
Expenses to date: -	<u>3,925</u>	Line 15 (Total)
Cash on hand: =	<u>3,850</u>	
Accounts receivable: +	<u>272</u>	from Ad Run Sheets (unpaid ads)
Assets: =	<u>\$4,122</u>	

INCOME	BUDGET	YEAR-TO-DATE	CURRENT	TOTAL
A. Advertising.....	\$4,000	2,545	+	=
B. Subscriptions	1,200	1,200	+	=
C. Single Copy Sales	Ø	Ø	+	=
D. Student Body Fees	2,000	2,000	+	=
E. In-School Subsidy.....	1,500	1,500	+	=
F. District Subsidy	800	800	+	=
G. Fundraising	300	Ø	+	=
H. Promotions	000	125	+	=
I. Other	0	Ø	+	=
J. TOTAL.....	10,300	8,170	+	=

EXPENSES	BUDGET	YEAR-TODATE	CURRENT	TOTAL
1. Printing	\$4,500	2,863	+	=
2. Photography	1,500	1,200	+	=
3. Office Supplies	500	437	+	=
4. Postage.....	300	190	+	=
5. Typesetting	Ø	Ø	+	=
6. Computer/Printer Supplies	1,500	1,200	+	=
7. Paste-up Supplies	100	75	+	=
8. Telephone	Ø	Ø	+	=
9. Contests	200	160	+	=
10. Subscriptions	250	250	+	=
11. Press Association Critiques/Memberships.....	200	180	+	=
12. Newsroom Expenses.....	500	318	+	=
13. Food	450	286	+	=
14. Special Projects.....	300	200	+	=
15. TOTAL.....	10,300	7,359	+	=

Income to date: _____ Line J (Total)
 Expenses to date: - _____ Line 15 (Total)
 Cash on hand: = _____
 Accounts receivable: + _____ from Ad Run Sheets (unpaid ads)
 Assets: = _____

INCOME	BUDGET	YEAR-TO-DATE	CURRENT	TOTAL
A. Advertising.....	\$4,000	2,545	+ 622	= 3,167
B. Subscriptions	1,200	1,200	+ 0	= 1,200
C. Single Copy Sales	0	0	+ 0	= 0
D. Student Body Fees	2,000	2,000	+ 0	= 2,000
E. In-School Subsidy.....	1,500	1,500	+ 0	= 1,500
F. District Subsidy.....	800	800	+ 0	= 800
G. Fundraising	300	0	+ 215.30	= 215.30
H. Promotions	500	125	+ 0	= 125
I. Other	0	0	+ 0	= 0
J. TOTAL.....	10,300	8,170	+ 837.30	= 9,007.30

EXPENSES	BUDGET	YEAR-TO-DATE	CURRENT	TOTAL
1. Printing	\$4,500	2,863	+ 500	= 3,363
2. Photography	1,500	1,200	+ 37.94	= 1,237.94
3. Office Supplies	500	437	+ 0	= 437
4. Postage.....	300	190	+ 22.05	= 212.05
5. Typesetting	0	0	+ 0	= 0
6. Computer/Printer Supplies	1,500	1,200	+ 125.75	= 1,325.75
7. Paste-up Supplies	100	75	+ 0	= 75
8. Telephone.....	0	0	+ 0	= 0
9. Contests	200	160	+ 30	= 190
10. Subscriptions	250	250	+ 60	= 310
11. Press Association Critiques/Memberships.....	200	180	+ 0	= 180
12. Newsroom Expenses	500	318	+ 9	= 327
13. Food	450	286	+ 32	= 318
14. Special Projects.....	300	200	+ 0	= 200
15. TOTAL.....	10,300	7,359	+ 816.90	= 8,175.74

Income to date:	<u>\$9,007.30</u>	Line J (Total)
Expenses to date: -	<u>8,175.74</u>	Line 15 (Total)
Cash on hand: =	<u>831.56</u>	
Accounts receivable: +	<u>403</u>	from Ad Run Sheets (unpaid ads)
Assets: =	<u>\$1,234.56</u>	

OZONE LAYER NEWS

Ecology High
1334 Sierra Ave.
Eugene, OR 97332
1-503-280-3333

R A T E C A R D

PUBLICATION DATES

The newspaper is published every _____ on Friday by the journalism class. The dates of publication for this school year are:

- Issue 1- _____
- Issue 2- _____
- Issue 3- _____
- Issue 4- _____
- Issue 5- _____
- Issue 6- _____
- Issue 7- _____
- Issue 8- _____
- Issue 9- _____
- Issue 10- _____
- Issue 11- _____
- Issue 12- _____
- Issue 13- _____
- Issue 14- _____
- Issue 15- _____
- Issue 16- _____

ADVERTISING RATES

Minimum advertisement size: six column inches

OPEN RATE: \$4.00 per column inch (single issue)
PERIODICAL RATE: \$3.50 per column inch (minimum ___ issues)
CONTRACT RATE: \$3.00 per column inch (minimum ___ issues)

SAMPLE PAGE RATES

Ad sizes are sold by the number of columns wide by the number of inches deep. A two column by three inch ad (2 x 3) would have six column inches and would cost \$24 at the open rate. Other sample ad sizes and their cost:

	OPEN	PERIODICAL	CONTRACT
2 x 3 (sixteenth page)	\$24	\$21	\$18
3 x 4 (eighth page)	48	42	36
4 x 6 (quarter page)	96	84	72
6 x 8 (half page)	192	168	144
6 x 16 (full page)	384	336	288

TERMS

The deadline for placing advertisements is noon on Wednesday of the week prior to publication. Cancellation of advertising will not be accepted after Friday. We accept camera-ready ads as long as they are sized correctly. Ad copy should be submitted no later than the Friday before publication. Payment is required upon the signing of this contract, or upon approval of the proof.

Credit may be extended to those clients who qualify for periodical or contract rates. It is necessary to first complete a credit application which must be approved by the business manager or adviser. Credit accounts are payable at the end of each month. Payments should reach our office no later than the tenth day of the following month. If payment is not received by the tenth, the publication reserves the right to revoke all credit privileges. No further ads will be published until the account is current. We reserve the right to refuse credit to anyone.

We will try to honor page requests, but cannot guarantee placement on the requested page. We provide tearsheets as proof of **publication**. We process agency billings and government purchase orders. The client understands the advertisement may not run if the conditions of this contract are not met.

SERVICES

Spot color and full color may be available to the advertiser for a fee, but may not be available on every page. Photographs, artwork, typesetting and design are all included in the price of the advertisement. Certain special effects or excessive work is extra. The account representative will obtain authorization for the advertiser for any additional expense. Advertisers may provide camera-ready copy, or our account representatives can help you create your own advertisements. They know our readers, and their goal is to help you reach that market.

OZONE LAYER NEWS

Ecology High
1334 Sierra Ave.
Eugene, OR 97332
1-503-280-3333

C O N T R A C T

RATE AGREEMENT

- Open
 Periodical
 Contract

PAYMENT

- Cash Received _____
 Credit OK'd by _____
 Approved Denied

The publication is authorized to publish an advertisement of the size indicated in each issue number checked below:

<input checked="" type="checkbox"/> ISSUES	AD SIZE
<input type="checkbox"/> Issue 1	_____
<input type="checkbox"/> Issue 2	_____
<input type="checkbox"/> Issue 3	_____
<input type="checkbox"/> Issue 4	_____
<input type="checkbox"/> Issue 5	_____
<input type="checkbox"/> Issue 6	_____
<input type="checkbox"/> Issue 7	_____
<input type="checkbox"/> Issue 8	_____
<input type="checkbox"/> Issue 9	_____
<input type="checkbox"/> Issue 10	_____
<input type="checkbox"/> Issue 11	_____
<input type="checkbox"/> Issue 12	_____
<input type="checkbox"/> Issue 13	_____
<input type="checkbox"/> Issue 14	_____
<input type="checkbox"/> Issue 15	_____
<input type="checkbox"/> Issue 16	_____

CLIENT INFORMATION

BUSINESS NAME _____
ADDRESS _____
CITY/STATE/ZIP _____
PHONE _____

AUTHORIZED SIGNATURE _____ DATE _____

NEWSPAPER ACCOUNT REPRESENTATIVE _____

AGREEMENT

THE CLIENT NAMED ABOVE AGREES to purchase _____ column inches of advertising space per issue in _____ issues of this newspaper at \$_____ per column inch. Cost of the advertisement for one issue is \$_____. Total cost for all ads contractually obligated to run: \$_____.

THIS CONTRACT CONSTITUTES AN AGREEMENT between the client and the publication named herein. The client agrees to provide either a camera-ready advertisement or the art and copy necessary to create an advertisement. The publication requires that black and white copy be provided to us. Colored ink or paper is unacceptable.

THE DEADLINE for placing advertisements is Wednesday prior to publication. Cancellation of advertising will not be accepted after Friday. We accept camera-ready ads as long as they are sized correctly. Ad copy should be submitted no later than the Friday before publication. Payment is required upon the signing of this contract, or upon approval of the proof.

RATES. See current Rate Card for rates, publication dates and policies. Preferred rates are given to clients who agree to run a minimum number of ads during the school year. The level of rate discount depends upon the frequency of publication. All ads must fill at least 6 column inches.

CREDIT may be extended to those clients who qualify for periodical or contract rates. It is necessary to first complete a credit application which must be approved by the business manager or adviser. Credit accounts are payable at the end of each month. Payments should reach our office no later than the tenth day of the following month. If payment is not received by the tenth, the publication reserves the right to revoke all credit privileges. No further ads will be published until the account is current. We reserve the right to refuse credit to anyone.

THE PUBLICATION PROVIDES TEARSHEETS as proof of publication. We will process agency billings and governmental purchase orders. The client understands the advertisement may not run if the conditions of this contract are not met.

SPECIAL DIRECTIONS FOR AD DESIGN (Continued on back):

OZONE LAYER NEWS

Ecology High
1334 Sierra Ave.
Eugene, OR 97332
1-503-280-3333

S U B S C R I P T I O N

Top 10 Reasons to Subscribe

10. It's produced by our own boys and girls.
9. You'll find out what the kids are talking about at school.
8. Latest sports news and features.
7. Calendar tells you about coming events.
6. Complete coverage of our school.
5. Because we asked you.
4. We've got to pay bills, too!
3. To see why our newspaper is one of the best in the country.
2. It's interesting and funny.
1. It's the only way you're going to know what's going on at our school!

More Reasons to Subscribe:

- Great way to let your college student know what's going on at home.
- Keep in touch with local high school students.
- Find out what teens are doing these days.
- Your son or daughter

YES! SEND A SUBSCRIPTION TO:

NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

Enclose \$10 check or money order for each subscription ordered and return to:

Circulation Manager
School Name
Mailing Address
City/State/ZIP Code

IT MAY SOUND CRAZY BUT...

Some of you may want to give more to support our publication. Why? Well, maybe your son or daughter is on staff and you want to help make their experience a great one. Or maybe you want to support the school's newspaper, but buying an ad isn't really going to help your business that much. If you're an attorney, dentist, carpet installer, construction firm, boat seller or whoever looking for an affordable way to help out and be recognized, here's what we have cooked up for you:

Supporter Stars—\$25: With our First Class service, your newspaper is mailed out First Class the day it is published, plus Supporter recognition certificate.

Patron Saint —0: Now the fun begins! You get our Special Delivery service guarantee: the newspaper delivered to your door the day the it comes out, plus Patron Saint recognition certificate.

Editor's Club—\$100+: As an individual sponsor, you not only get our Special Delivery service, but a staff shirt, Editor's Club recognition certificate, and your name in an issue of the newspaper.

Publisher's Club—\$500+: As a corporate sponsor, you not only get our Special Delivery service, but your corporate logo on the staff shirts, 2 staff shirts, Publisher's Club recognition certificate, and your business logo displayed quarterly in the newspaper.

If you are interested in advertising or supporting our school newspaper, give us a call. We'd love to talk with you. If you have another idea that's just as crazy as the above, we'd love to hear about it! Of course all donations are tax-deductible

Thank you for your support!

the Grantonian

Grant High School
2245 N.E. 36th Ave.
Portland, OR 97212
1-503-280-5173

Facts about us:

Circulation: 2,000

Frequency: every 3 weeks,
September–June

Distribution: to the school student body of 1,550 and staff of 100; to 100 parent and alumni subscribers. Complimentary copies to the district administration, the school board, all other high schools in the tri-county area, all area elementaries and middle schools.

Printing: 5 column tabloid size, done on web offset press

Column width: 11 picas, one pica gutter between columns

Photos: screen 85 d.p.i. We cannot accept photos that have already been printed. We need originals.

Standard border rule:
2 point

We accept: PMT, slicks and camera-ready ads to size. We can design and typeset an ad for you in our desktop publishing lab, at no extra charge. See the contract and rate sheet for details.

Facts about our readers:

A majority of our students live in the Alameda, Irvington, Beaumont, Fernwood, Hollywood and Laurelhurst areas. The Grant High attendance area runs roughly from Grand Avenue eastward to 60th Avenue, from Killingsworth south to Burnside. They shop area stores in the Hollywood District, as well as Lloyd Center, the Galleria, Pioneer Place, Clackamas Town Center and Washington Square. Light rail has enabled even those students who don't drive to shop from Gresham to downtown Portland.

Grant is a four-year high school with approximately 1,550 students, one of the largest schools in the city. Established in 1924, the school and surrounding park cover a 6 block area. The school is noted for its Institute for Science and Math, a strong performing arts program and an award-winning school newspaper, as well as strong athletic teams. Almost half the students study a second language and Grant offers more foreign languages—French, German, Japanese, Latin and Spanish—than almost any high school in the state.

Like teens across the nation, Grant students have real buying power. Students range in age from 14 to 18, and over half the 17 and 18 year olds hold part-time jobs. National teen spending in 1988 was \$55 billion, an amount that approximates the gross national product of Turkey, according to Fortune magazines' May 8, 1989 issue. And teen impact on the economy, including influence on parent spending, the family food budget and savings, is an amazing \$248.7 billion.

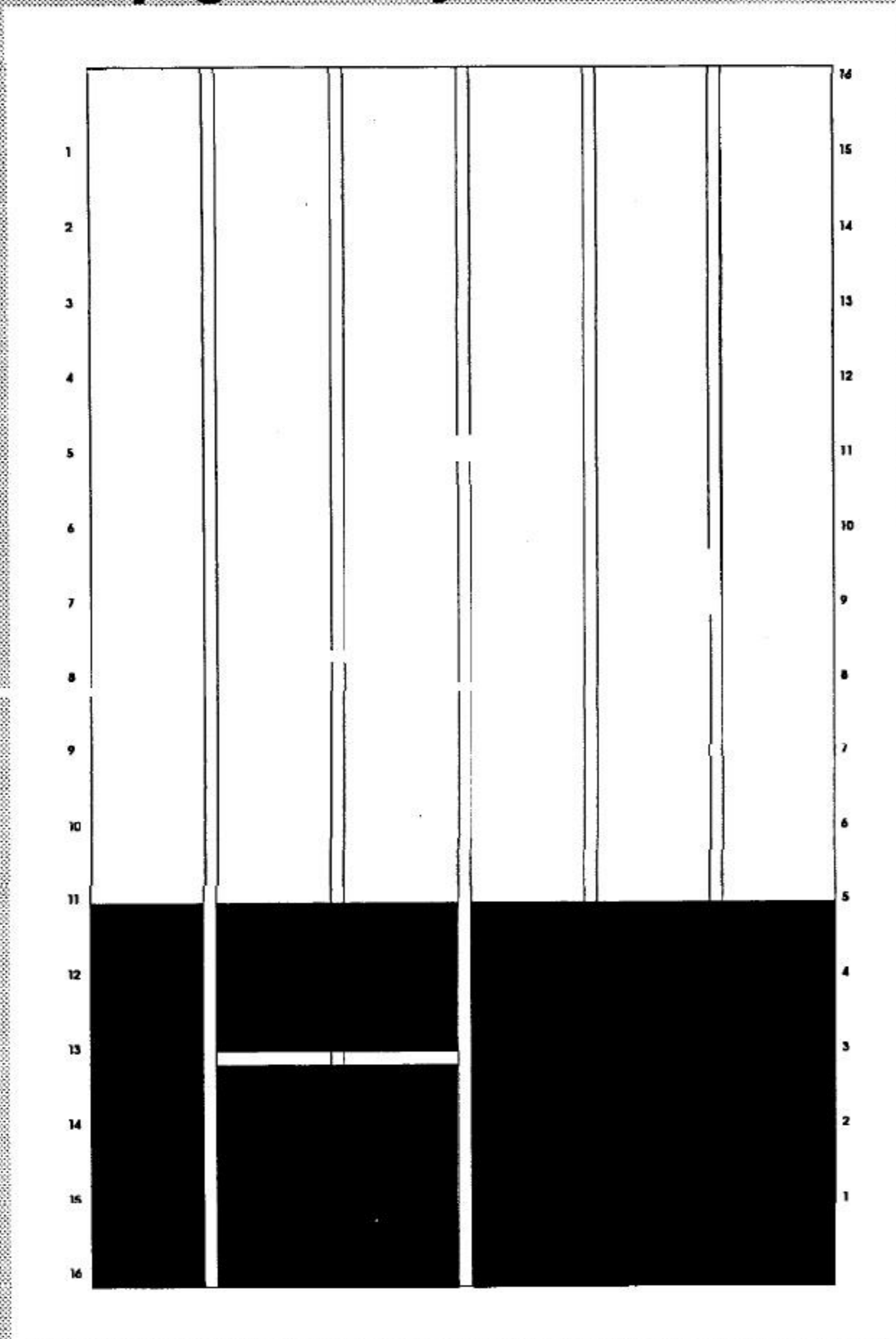
Goods students buy include: appliances, books, cars and parts, clothes, compact disks and players, computers/software, flowers, foods, games, gifts, jewelry, musical instruments and sheet music, personal audio cassette and tape players, sporting goods, stereo systems, tape decks and tapes.

Services students use include: specialized classes, cleaners, dance clubs, gyms, hair salons, health clubs, movies, lessons, photo studios, repair shop, restaurants, sports activities, tanning salons, typing, video rentals.

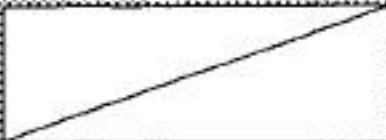

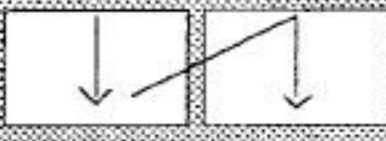

Ideas geared to students include: vocational training, college and university recruiting, counseling, governmental agencies, public health, public service announcements, political ads, travel programs.

Our editorial policy says we will not accept advertising we know to be: factually inaccurate; designed to mislead, deceive or defraud; containing malicious, vindictive or unsubstantiated attacks of a personal, racial or religious nature; offering goods and services illegal for teens to possess, buy or use; libelous; obscene; creating imminent danger of disruption to school.

Final page dummy

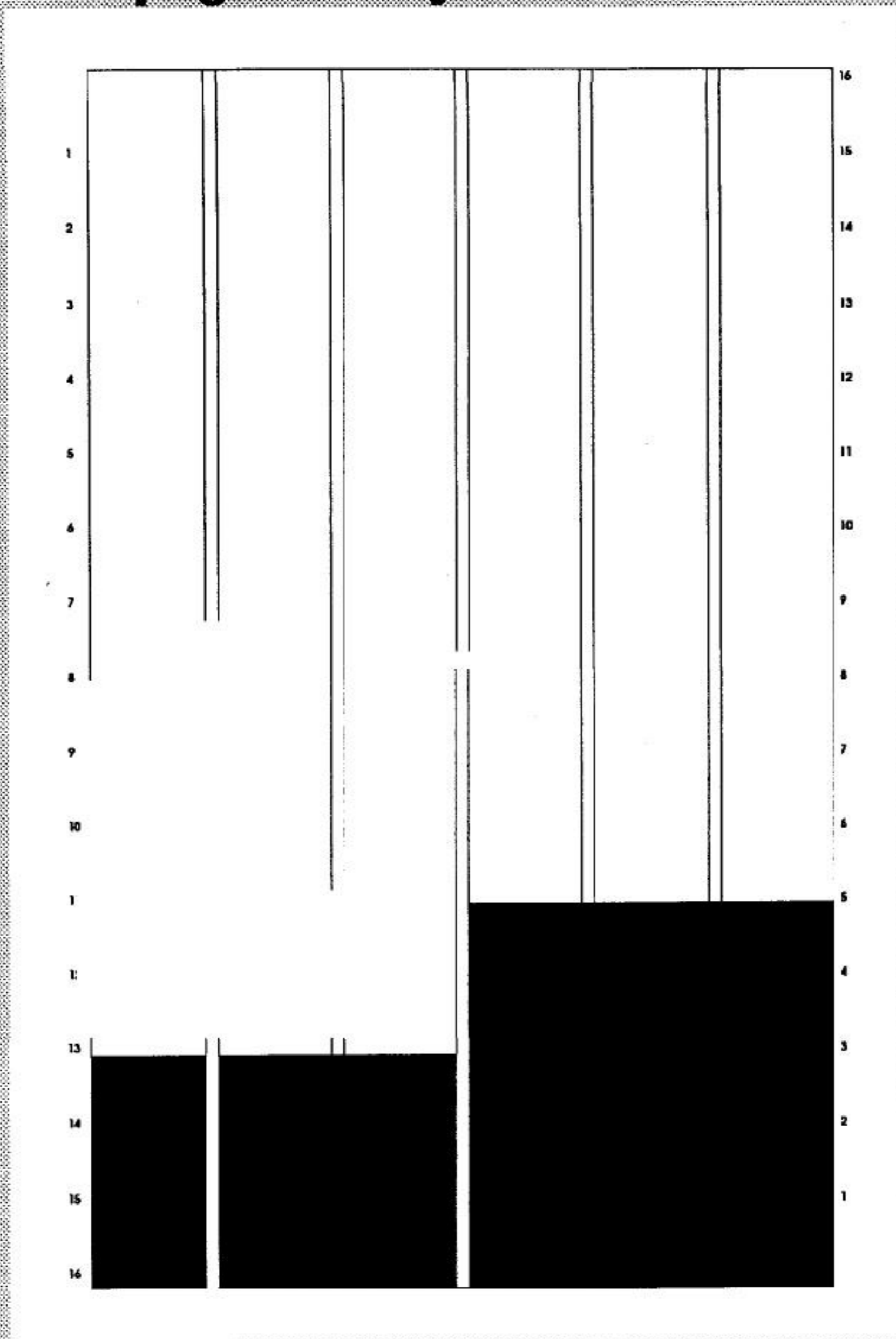


Page Editors	PAGE NUMBER
Story/character count	Inches
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2.	
3.	
4.	
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7.	
8.	
Photos/shape & size	
1.	
2.	
3.	
Artwork/Cartoons	Size
1.	
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Advertisements	Size
1.	
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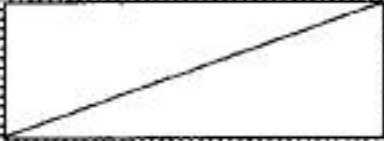
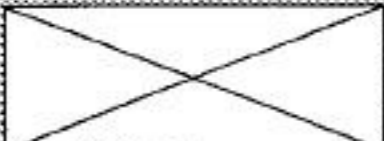
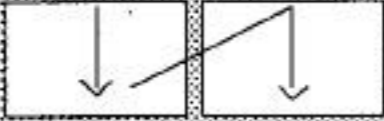


- Advertisement 
- Photo 
- Copy flow 
- Headline **Xxxxxxxxxxxxxx**
- Caption 
- Approvals:
 - Ad Manager Layout Editor
 - Photographer Adviser

Special Directions: All ads, stories, photos and artwork are measured in column inches. Indicate whether stories are to fit, be cut, or jumped in the last leg of the column.

Final page dummy

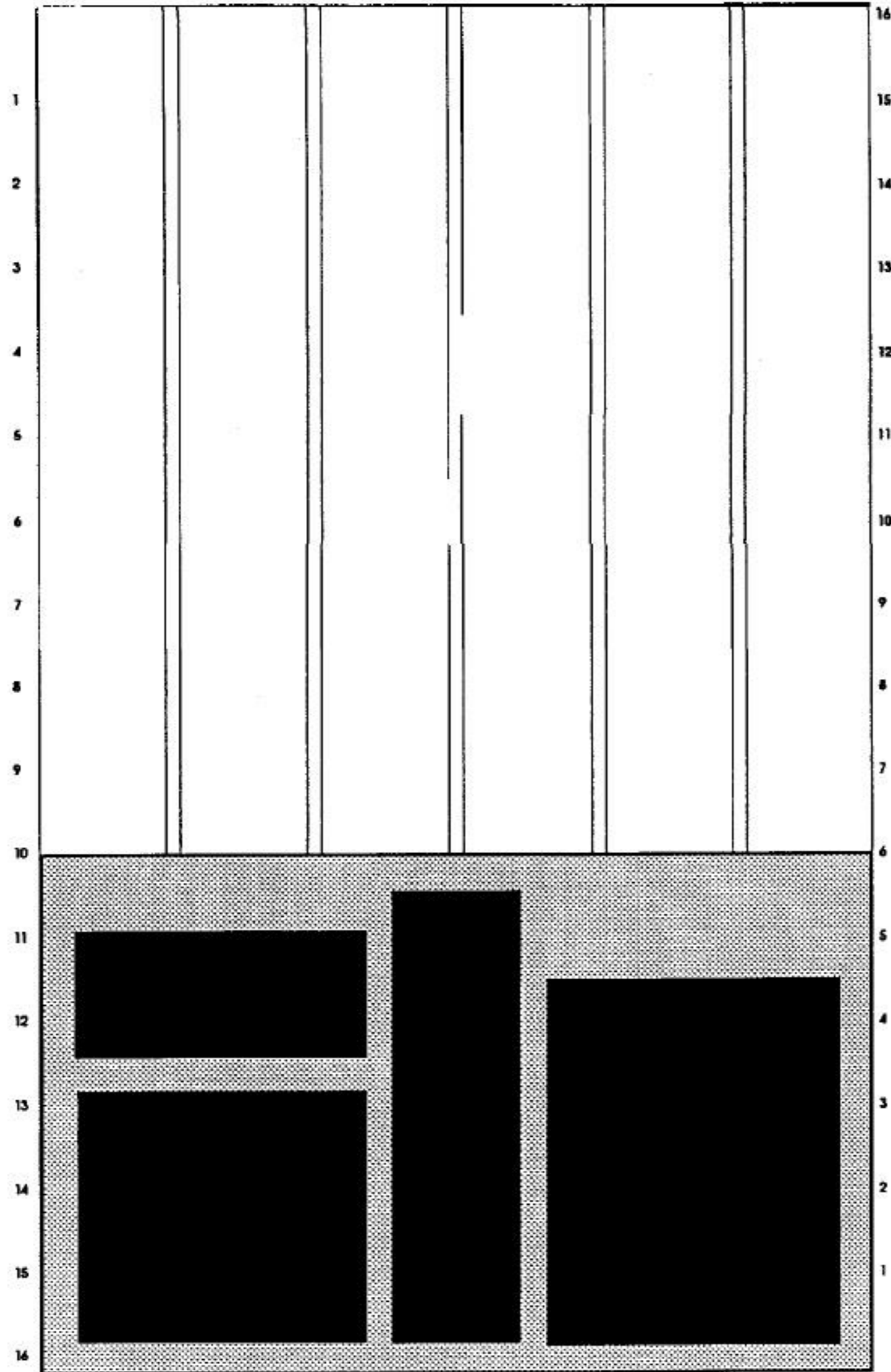


Page Editors	PAGE NUMBER
Story/character count	Inches
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8.	
Photos/shape & size	
1.	
2.	
3.	
Artwork/Caroons	Size
1.	
2.	
3.	
Advertisements	Size
1.	
2.	
3.	
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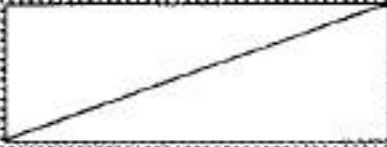
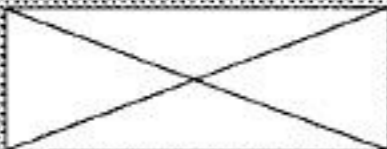
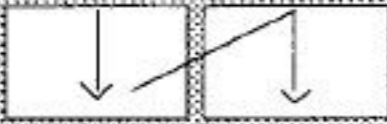
- Advertisement 
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- Approvals:
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Final page dummy



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- Advertisement 
- Photo 
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ACCOUNT PAYMENT LEDGER PAGE

Business name Music Melodies
 Address 1234 Conductor Road
 City/State/ZIP Code Eugene, OR 97432
 Telephone 555-1234
 Contact Person: Kari A. Toon

Notes:
 Applied for credit on 9-18-91. Credit granted. \$50 limit.
 Advised on 3-16 that we could not run any more ads until we receive payment on account.

	DATE	DESCRIPTION	INVOICE #	CHARGES	PAYMENTS	BALANCE
1	9-27	2x3 ad	92791-1	21.00		21.00
2	10-25	2x3 ad	102591-1	21.00		42.00
3	10-30	payment for 92791-1			21.00	21.00
4	11-22	2x3 ad	112291-1	21.00		42.00
5	12-15	payment for 102591-1 and 112991-1			42.00	0.00
6	1-17	2x3 ad	11792-1	21.00		21.00
7	2-14	2x3 ad	21492-1	21.00		42.00
8	3-13	2x3 ad	31392-1	21.00		63.00
9	3-77	payment for 11792-1, 21492-1, 31392-1			63.00	0.00
10	4-17	2x3 ad	41792-1	21.00	21.00	0.00
11						
12						
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30						

PUBLICATIONS

WILSON HIGH SCHOOL
1151 S.W. Vermont St.
Portland, OR 97219
503/280-5286, ext. 447

TO:

Hillsdale Pastry Shop
6330 5W Capitol Highway
Portland, OR 97201

INVOICE DATE		INVOICE NUMBER	PURCHASE ORDER NUMBER	
06-09-91		060991-4		
Quantity (Inches)	Description	Rate Per Col. Inch	Extension	
6	2x3 display ad 06-09-91 issue, page 3	\$2.50	\$15.00	
TERMS: Payment due upon receipt. Payment is due prior to publication date or the ad will be held. Credit may be extended to those clients who qualify for contract rates. It is necessary to first complete a credit application which must be approved by the business manager. Accounts are payable at the end of each month. Payment should reach our office no later than the tenth day of the following month. Accounts past due will not qualify for discount rates. The deadline for placing advertisements is noon on Thursday of the week prior to publication. Cancellation of advertising will not be accepted after this deadline.			TOTAL DUE	\$15.00

PUBLICATIONS

High School
Address
City, State ZIP
Telephone

TO:

Josh Tiger
Wilson High School
1151 S.W. Vermont St.
Portland, OR 97212

INVOICE DATE		INVOICE NUMBER	PURCHASE ORDER NUMBER	
11-20-90		112090-1		
Quantity (Inches)	Description	Rate Per Col. Inch	Extension	
15	3x5 display ad 12-14-90 issue, page 3	\$4.00	\$60.00	
TERMS: Payment due upon receipt. Payment is due prior to publication date or the ad will be held. Credit may be extended to those clients who qualify for contract rates. It is necessary to first complete a credit application which must be approved by the business manager. Accounts are payable at the end of each month. Payment should reach our office no later than the tenth day of the following month. Accounts past due will not qualify for discount rates. The deadline for placing advertisements is noon on Thursday of the week prior to publication. Cancellation of advertising will not be accepted after this deadline.			TOTAL DUE	\$60.00

OZONE LAYER NEWS

Ecology High School
 1334 Sierra Ave.
 Eugene Oregon 97332
 5031280-3333

TO:

INVOICE DATE		INVOICE NUMBER	PURCHASE ORDER NUMBER	
Quantity (Inches)	Description	Rate Per Col. Inch	Extension	
TERMS: Payment due upon receipt. Payment is due prior to publication date or the ad will be held. Credit may be extended to those clients who qualify for contract rates. It is necessary to first complete a credit application which must be approved by the business manager. Accounts are payable at the end of each month. Payment should reach our office no later than the tenth day of the following month. Accounts past due will not qualify for discount rates. The deadline for placing advertisements is noon on Thursday of the week prior to publication. Cancellation of advertising will not be accepted after this deadline.		TOTAL DUE		

OZONE LAYER NEWS

Ecology High School
 1334 Sierra Ave.
 Eugene Oregon 97332
 503/280-3333

TO:

INVOICE DATE		INVOICE NUMBER	PURCHASE ORDER NUMBER	
Quantity (Inches)	Description	Rate Per Col. Inch	Extension	
TERMS: Payment due upon receipt. Payment is due prior to publication date or the ad will be held. Credit may be extended to those clients who qualify for contract rates. It is necessary to first complete a credit application which must be approved by the business manager. Accounts are payable at the end of each month. Payment should reach our office no later than the tenth day of the following month. Accounts past due will not qualify for discount rates. The deadline for placing advertisements is noon on Thursday of the week prior to publication. Cancellation of advertising will not be accepted after this deadline.		TOTAL DUE		

WILSON HIGH SCHOOL

MARKET, STUDENT SPENDING AND READERSHIP SURVEY

Please answer the following questions seriously and accurately. The Statesman is conducting this survey to get a comprehensive look at the earning, spending, and readership habits of Wilson High School students. The results will be used to help sell advertising, and to determine what readers would like to see more of in the Statesman. You need not sign your name.

DIRECTIONS: Place the letter corresponding to the one best answer for each question on the line at the left.

- _____ 1. Sex:
A. Male B. Female
- _____ 2. Age:
A. **15** or under **B. 16** C. **17** D. **18** or over
- _____ 3. Class:
A. Senior B. Junior C. Sophomore D. Freshman
- _____ 4. Do you get an allowance?
A. Yes B. No
- _____ Do you have a job?
A. Yes B. No
- _____ 6. What is your total weekly income?
A. \$0-4 E. \$20-24 I. \$75-99
B. \$5-9 F. \$25-29 J. \$100-124
C. \$10-14 G. \$30-49 K. \$125-150
D. \$15-19 H. \$50-74 L. More: \$ _____
- _____ 7. How much do you spend per week in any way you wish?
A. \$0-4 E. \$20-24 I. \$75-99
B. \$5-9 F. \$25-29 J. \$100-124
C. \$10-14 G. \$30-49 K. \$125-150
D. \$15-19 H. \$50-74 L. More: \$ _____
- _____ 8. Do you have a personal charge account?
A. Yes B. No

- _____ 9. Do you use your parents' charge accounts?
A. Yes B. No
- _____ 10. Do you have a checking account?
A. Yes B. No
- _____ 11. Do you have your own savings account?
A. Yes B. No
- _____ 12. If you have a savings account, what are your savings for?
A. College B. Car C. Career D. Other: _____

Do you have your own:

- _____ 13. Car
- _____ 14. Bicycle
- _____ 15. Motorcycle
- _____ 16. Radio
- _____ 17. Television
- _____ 18. Cable
- _____ 19. Video games
- _____ 20. Personal computer
- _____ 21. Computer printer
- _____ 22. Home stereo system
- _____ 23. Portable stereo system
- _____ 24. Personal cassette with headphones
- _____ 25. Telephone
- _____ 26. Camera equipment
- _____ 27. Typewriter
- _____ 28. Sewing machine
- _____ 29. **Hunting/fishing** gear
- _____ 30. Sports equipment
- _____ 31. Musical instruments

→ Key

A = YES
B = NO

In this section, please estimate how many times each month you eat at each type of establishment:

- _____ 32. Steak House
- _____ 33. Hamburgers
- _____ 34. Ice Cream
- _____ 35. Pizza
- _____ 36. Specialty
- _____ 37. Drive-ins
- _____ 38. All-purpose
- _____ 39. Deli
- _____ 40. Pastries

Key	
A	= NEVER
B	= 1-4 times
C	= 5-9 times
D	= 10-14 times
E	= 15-20 times
F	= more than 20 times

_____ 41. On the average, how much do you spend eating out each month?

- A. None D. \$20-30
- B. \$5-10 E. \$30-50
- C. \$10-20 F. \$50 or more

_____ 42. Where do you buy most of your clothes?

- A. Downtown B. Washington Square C. Galleria
- D. Lloyd Center E. John's Landing F. **Eastport** Plaza
- G. Northwest Portland H. Out of State I. Mail Order
- J. I don't buy them

_____ 43. Where do you buy most of your records, tapes and music?

- A. Downtown B. Washington Square C. Galleria
- D. Lloyd Center E. John's Landing F. **Eastport** Plaza
- G. **Northwest** Portland H. Out of State I. Mail Order
- J. I don't buy them

_____ 44. **Where** do you buy most of your photographic supplies?

- A. Downtown B. Washington Square C. Galleria
- D. Lloyd Center E. John's Landing F. **Eastport** Plaza
- G. Northwest Portland, H. Out of State I. Mail Order
- J. I don't buy them

_____ 45. Where do you buy most of your food?
A. Downtown B. Assorted Malls C. Northwest Portland
D. Southwest Portland E. I don't buy it

_____ 46. Where do you buy most of your gifts?
A. Downtown B. Washington Square C. Galleria
D. Lloyd Center E. John's Landing F. **Eastport** Plaza
G. Northwest Portland H. Out of State **I. Mail Order**
J. I don't buy them.

_____ 47. Where do you buy most of your hobby supplies?
A. Downtown B. Washington Square C. Galleria
D. Lloyd Center E. John's Landing F. **Eastport** Plaza
G. Northwest Portland H. Out of State I. Mail Order
3. I don't buy them

Rank what radio stations you listen to from most often (1) to least often (12):

- _____ 48. **KMJK**
- _____ 49. **KINK**
- _____ 50. **KSGO**
- _____ 51. **KGON**
- _____ 52. **KCNR**
- _____ 53. **KBOO**
- _____ 54. **KKSN**
- _____ 55. **Z100**
- _____ 56. **KJIB**
- _____ 57. **KGW**
- _____ 58. **MTV**
- _____ 59. Other: _____

_____ 45. Where do you buy most of your food?
A. Downtown B. Assorted Malls C. Northwest Portland
D. Southwest Portland E. I don't buy it

_____ 46. Where do you buy most of your gifts?
A. Downtown B. Washington Square C. Galleria
D. Lloyd Center E. John's Landing F. **Eastport** Plaza
G. Northwest Portland H. Out of State I. Mail Order
J. I don't **buy** them.

_____ 47. Where do you buy most of your hobby supplies?
A. Downtown B. Washington Square C. Galleria
D. Lloyd Center E. John's Landing F. **Eastport** Plaza
G. Northwest Portland H. Out of State I. Mail Order
J. I don't buy them

Rank what **radio** stations you listen to from most often (1) to least often (12) :

_____ 48. **KMJK**

_____ 49. KINK

_____ 50. **KSGO**

_____ 51. KGON

_____ 52. **KCNR**

_____ 53. KBOO

_____ 54. KKSJ

_____ 55. **Z100**

_____ 56. **KJIB**

_____ 57. **KGW**

_____ 58. **MTV**

_____ 59. Other: _____

Rank the places you frequent most often from most often (1) to least often (10):

- _____ 60. Ice skating
- _____ 61. Bowling
- _____ 62. Movies
- _____ 63. Roller skating
- _____ 64. Video game establishments
- _____ 65. **Athletic/Health** Club
- _____ 66. Shopping Malls
- _____ 67. **Downtown**
- _____ 68. Underage night clubs
- _____ 69. Other: _____

Do you engage in any of the following physical activities during your free time?

- _____ 70. Walking
- _____ 71. **Running/Jogging**
- _____ 72. Aerobics
- _____ 73. Swimming
- _____ 74. Dancing
- _____ 75. Tennis
- _____ 76. Football
- _____ 77. Basketball
- _____ 78. **Baseball/Softball**
- _____ 79. Racquetball
- _____ 80. Weightlifting
- _____ 81. Wrestling
- _____ 82. Volleyball
- _____ 83. Soccer
- _____ 84. Martial Arts
- _____ 85. Golf

Key
A = YES
B = NO

- _____ 86. Bicycling
- _____ 87. Skiing
- _____ 88. Skating

Key

A = YES
B = NO

In the Statesman, do you read:

- _____ 89. Front page
- _____ 90. Inside news pages
- _____ 91. Entertainment pages
- _____ 92. **Feature/Human** interest **stories**
- _____ 93. In-depth stories
- _____ 94. Sports pages
- _____ 95. Opinion pages

Key

A = Always
B = Sometimes
C = Never

Rank your most favorite section of the paper from most favorite (1) to least favorite (5):

- _____ 96. Front page
- _____ 97. Inside pages
- _____ 98. Opinion pages
- _____ 99. Sports pages
- _____ 100. Entertainment pages
- _____ 101. Feature pages

What types of media advertising influence your choice of products, services, or stores? Rank in order of most effective (1) to least effective (7).

- _____ 102. Newspaper
- _____ 103. Radio
- _____ 104. Television
- _____ 105. Magazine
- _____ 106. Billboard
- _____ 107. Window displays
- _____ 108. Word of mouth

- _____ 109. How many people besides yourself read your copy of the Statesman (parents, brothers, sisters, grandparents, friends)?
A. None B. 1 C. 2 D. 3 E. 4 F. 5 G. 6
- _____ 110. Are the stories too long or too short?
A. too long B. too short C. just right
- _____ 111. Do you prefer advance or coverage stories?
A. Advance (telling of upcoming events).
B. Coverage (telling about events which have already happened).
- _____ 112. Do you favor news stories over feature stories?
A. Yes B. No
- _____ 113. Have you visited an advertiser's business as a result of an advertisement you saw in the Statesman?
A. Yes B. No
- _____ 114. Have you ever purchased a product or service as a result of an advertisement you saw in the Statesman?
A. Yes B. No
- _____ 115. Have you used coupons in advertisements for purchasing products at businesses in the community?
A. Yes B. No
- _____ 116. Would you use coupons in advertisements to patronize firms in our community?
A. Yes B. No
- _____ 117. Do you read Statesman advertisements?
A. Regularly B. Most of the time C. Sometimes
D. Not usually
- _____ 118. Do you have a monthly income (allowance, job, other):
A. Yes (If yes, go on to next questions.)
B. No (if no, do not go on to the next questions. This is the end of the survey for you.)

IF YOU HAVE **AN** INCOME, IT IS IMPORTANT THAT YOU TAKE THE **TIME**
TO COMPLETE THE FOLLOWING SECTION!

In this section, please take the time to estimate, as accurately as possible, what percent of your total monthly income you spend or allocate to the following items. Remember: your estimates (in 5 percent steps) need to total 100 percent.

DIRECTIONS: First, use the lines in Column B to work out what percent (in 5 percent increments) you spend or allocate to each item. Then, look at the key at right. Note the letter next to the percentage which corresponds to your answer. Place that letter on the line in Column A.

EXAMPLE:

COL. A	COL. B
_____	150. _____ % EXAMPLE (materials, supplies, instruction)

Again, remember that your estimates must total 100 percent! Now
turn to the next page and begin.

COL. A	COL. B	Key
_____ 119.	_____ % <u>Clothing</u> (shoes, shirts, pants, suits, socks, etc.)	0% = A
_____ 120.	_____ % <u>Accessories</u> (jewelry, wallets, etc.)	1% = B
_____ 121.	_____ % <u>Grooming</u> (haircuts, hair styling, shampoo, etc.)	5% = C
_____ 122.	_____ % <u>Toiletries</u> (soap, deodorant, razors, cologne, perfume, etc.)	10% = D
_____ 123.	_____ % <u>Automobile</u> (car payments, insurance , tires, gas, maintenance, etc.)	15% = E
_____ 124.	_____ % <u>Hobbies</u> (materials & supplies, instruction)	20% = F
_____ 125.	_____ % <u>Pets</u> (supplies, food, veterinary costs)	25% = G
_____ 126.	_____ % <u>Music</u> (records, tapes, concerts, instruments)	30% = H
_____ 127.	_____ % <u>Recreation</u> (movies, sports, club fees, etc.)	35% = I
_____ 128.	_____ % <u>Lessons</u> (music, riding, etc.)	40% = J
_____ 129.	_____ % <u>Travel</u> (bus, air, train, motel, etc.)	45% = K
_____ 130.	_____ % <u>Photography</u> (camera, film, processing, supplies, flash, etc.)	50% = L
_____ 131.	_____ % <u>Hunting & Fishing</u> (clothing, licenses, accessories, bullets, rods, etc.)	55% = M
_____ 132.	_____ % <u>Sewing</u> (patterns, fabric, notions, etc.)	60% = N
_____ 133.	_____ % <u>Gifts</u> (Christmas, birthdays, special occasions, etc.)	65% = O
_____ 134.	_____ % <u>School Supplies</u> (pens, pencils, paper, etc.)	70% = P
_____ 135.	_____ % <u>Computer</u> (programs, supplies, printer ribbons, payments, etc.)	75% = Q
_____ 136.	_____ % <u>Flowers</u>	80% = R
_____ 137.	_____ % <u>Food</u> (snacks, candy, restaurants, parties)	85% = S
_____ 138.	_____ % <u>Savings</u>	90% = T
_____ 139.	_____ % <u>Other</u>	95% = U
_____ 140.	_____ % <u>Not Spent</u>	100% = V
<u>≅ 100%</u>	<u>≅ 100%</u> TOTAL	

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY THOROUGHLY AND ACCURATELY. PLEASE RETURN THIS SURVEY TO YOUR INSTRUCTOR WHEN YOU ARE FINISHED.