School’s Out Advertising Sales Tutorial

1. Make a plan! Where are you going? Who are you going with? Who is driving you? Talk to your classmates and use the Production spreadsheet to coordinate rides and sales calls.

2. Dress for success! Business owners and potential donors want to see that you are taking this seriously. They will feel more confident in you if you have a professional look. Be neat, organized and polite. Remember you are a representative of the West Tisbury School.

3. Bring a pen (or several, in case they get lost or left behind).

4. Make sure you have a complete Advertising Sales Packet for each business you signed up to contact, including: the 2018 School’s Out Introduction Letter, Advertising Production Document, Advertising Contract, Advertising Price List and Size Chart. You may also choose to leave a copy of these documents behind if someone is not ready to commit to buying an ad right away, or the manager is not available. There will also be a pdf copy on our website, if you would like to email it out to potential advertisers.

5. Use the Advertising Production Document to show businesses what their ad looked the last time it was published. If they advertised last 3 years, the ad is taped to it. If they didn’t, you will have a blank one. Before you go out selling, fill this out with the business name, contact person, and phone number if you have it. If you don’t have that info, fill it in when you get it.

6. Make sure you have one copy of last year’s School’s Out to show potential advertisers. This can help show examples of ad sizes, layout, and articles.

7. Make a concrete plan to with your businesses to follow up later. Get a business card or write down the name and phone number of the person you should follow up with on the Advertising Contract.

When your Business Wants to Buy an Ad

1. Fill out the Advertising Production Document.

2. Fill out the Advertising Contract. If they are not paying at that time, detach the bottom Advertising Contract Receipt and leave it with them so they know how much they need to pay and where to send their check. If they pay right there, you can fill out and detach Advertising Contract Receipt and leave it with the customer.

3. Are they using the same ad or a new one? If new artwork is needed for the ad, remind the client to email it to Al Mahoney (amahoney@mvyps.org). If they want us to make the ad for them, find out exactly what information they want to have in their ad, and get an email address you can send it to so they can approve it.


5. You can make copies of any of these documents as needed. You can write any extra info on them if you feel it’s important or will help you stay organized. All School’s Out Ad Packet Documents will be posted on our website: www.wtisburyschool.org under the Student menu.

Any Questions while you are out selling Ads?? Please email Al Mahoney (amahoney@mvyps.org)