**Advertising Assignment**

**Yearbook Needs:**

1. Yearbook Advertising Space Money!!!

2. Full page ad sponsors.

**Your task:**

* Call a local business by Monday, February 27th (to be assigned by teacher)
* Ask to speak with the manager on duty or whoever makes decisions about advertising.
* Present your promotional speech/pitch
* Remember to thank him/her for their time.
* ***\*\*Reminder\*\**** - Full page ad cost: $100, 2 pages $150

***Promotional Pitch***: Ajax High School would like to include you in the special creation of our 2012 yearbooks! We appreciate your support last year and were hoping that you would like to advertise with us again. When up to 1600 students and staff receive their yearbook they will share it with family and friends. You want to be a part of that! (Optional) As you know from last year, by placing an advertisement in this book, a collection of memories that will be instantly cherished and for years to come, you can reach a sought after Ajax demographic. Students and parents will recognize your business as a member of the community and a contributor to the school.

Currently we are selling full sponsor page ad space. Your business name, contact information and logo will be featured at the bottom of a page as well as the words “This page is sponsored by…”. The price for this is $100 or $150 for two sponsor pages. Our yearbook team would be happy to design the ad for you and we can email you a copy of it before it is included in the yearbook. Cheques can be made payable to: Ajax High School – 105 Bayly St. E, Ajax, ON L1S 1P2.

**Marking: (10 Communication Marks)**

1. Obtain the full name of the manager (or whoever you spoke to) and record it here.

1. Were you successful? If so please record when the cheque will be sent, how many pages they would like to sponsor and their email address.
2. If not, what happened? Please explain.