



Program Advertising FAQ

What are the purposes for selling display and line ads in our production programs at Academy Theatre?

We sell ad space in our programs to:

- ☞ provide a viable fundraiser for individual students to raise money for travel for department-sponsored trips
- ☞ defray the costs of printing the program and posters
- ☞ increase public visibility in our programs
- ☞ promote departmental pride.

Where can I find the contracts for advertising in our programs?

Go to <http://lvacademytheatre.org/forms> and download, print and/or forward the contracts in pdf form, or you can get printed copies from the Lowden Box Office or Ms. Sosniak. You can attach these forms in an email and send it electronically to potential clients, friends, family members, etc.

What is a Display Ad?

A display ad is an advertisement that offers, goods or services, or provides an outlet for congratulations from a business, group or organization (this is called a “vanity ad”.) The ad can be full-, half- or quarter-page (business card) size. It can contain simple half-tone graphics, photos and other art that makes it visually catchy. Back and inside cover ads are full-color and more expensive. See the Ad Contract for pricing.

What is a Line Ad?

Line ads are only for family, friends and other individuals to send messages of luck and congratulations and the like. No product or service can be offered in a line ad. For example: “Tina, you are our Tiny Dancer. Dance with your heart. We’re Proud of You! Gramma and Grampa”. Each line ad is no more than ten words, so this ad would have given you a \$20 trip credit.

How do I sell these ads?

- ☞ This is just like selling any other product. If you believe in what you are selling that’s half the battle.
- ☞ Get a representative program from last year. There is a box of *Hairspray* programs by Ms. Soz’s office door in the lobby of the Lowden. Take one of those around with you to show examples.
- ☞ Read and be familiar with the information on the contract itself.
- ☞ Talk about how important travel is to our department, and to your development as a student and artist.
- ☞ Clinch the sale on the spot if possible. Don’t give them a chance to change their minds.

- ☞ Bring the contract and payment to your major teacher or directly to Ms Soz. Have them send the artwork directly to Ms. Soz's email address on the contract.
- ☞ Be enthusiastic and don't be afraid to be told "no." Move on to the next potential client.
- ☞ Share the Line Ad form around. Neighbors, relatives, fellow church-goers, anyone that might possibly give a small donation. Lots of small donations add up.

What is the fundraising potential of selling ad space in our programs?

When you sell display ads half of what you bring in becomes Travel Voucher Credit, which you can apply to student travel within the department. For example, if you sell a full-page ad that costs \$400, you get \$200 in travel voucher credit.

Line ads credit the full amount of what you bring in. Each line gets you \$10 in travel voucher credit!

You may (should!) sell as many ads as you want/can.

Who can advertise in our programs?

Any business, organization or individual can advertise in a display advertisement, as long as the service or product they advertise is considered ethically and morally sound and within community standards of good taste. If you have doubts, speak with Ms Sosniak.

How does the Travel Voucher Credit work?

When you submit ads, either display or line, you make sure that your name is on the contract.

When you turn in your ads, we make a credit for you in our records, and then give you a voucher.

It is very important that you keep these vouchers in a safe place, as it makes it much easier for us to apply that credit. You can turn your vouchers in as a payment or partial payment for a trip.

When can I use my Travel Voucher Credit?

You may use it anytime the department travels. That could be to NYC, Italy, Thespian Festival, Chicago... anywhere we travel officially as a department. The idea is to start when you are a Freshman, sell ads for a couple years, build up a good amount of credit, and use it to travel in your Junior/Senior year.

Can I pay for my entire trip with Travel Voucher Credit?

Almost. The initial deposit – usually \$200-300 – cannot be paid in travel voucher credit.

Does my Travel Voucher Credit expire?

Yes, when you graduate any credit you have left over will expire, and those funds will be turned over to the general theatre department fund. There is no cash value for this credit, and it's only transferrable between siblings. In other words, if you have a little brother or sister in the Theatre Department, you can transfer your credit to them.

What is "Camera-ready" art?

Camera ready is artwork that we can scan in "as-is". We will be happy to create the ad from the client's information, but that is an additional charge of \$60/hour. Most simple ads can be created in an hour. Talk to Ms. Sosniak if you have questions about this.

IF YOU DON'T FIND AN ANSWER HERE---

Email Mr. Morris at jrmorris@interact.ccsd.net

and he will answer your question and add it to this FAQ.