

Fall Sports Program Ads Sales Instructions

Updated: May, 2018

Dates for all ad sales: May 11 – June 8

First Ad Sales Turn in Date: May 25

FINAL Ad COPY Turn in Date: June 8

INSTRUCTIONS:

Middle School/JV and Varsity Cheerleaders, Football, Softball, and Volleyball Athletes are required to sell a minimum of 2 full page ads. A student can sell as many ads as needed. A student earns commission of *Sold*

Ads to help offset their sport costs to include but not limited to: uniforms, equipment, food, transportation, etc.

****Please note:** The ad pages consist of a variety of sizes of ads that can total one full page ad. i.e.: 2 half page ads = 1 full page or 10 business card ads = 1 full page ad.**

DEADLINES:

NO ADS will be accepted after June 08, 2018. Please understand the printing company has a strict deadline. Any additions after this date would cause a delay in publication. Selling your ads early will help eliminate the “last minute” rush!

GUIDELINES:

1. PRIOR TO any contact: check the DO NOT CALL LIST! Please do NOT contact these businesses for any ad sales. This list will be emailed and/or posted on the GCS Athletics/Touchdown Club Facebook page.
2. Call on RENEWALS FIRST, if they’ve not already renewed! Chances are they will be an easy resell of their advertisement from last year. Ask for payment that day.
3. Sell the ads IN PERSON! You will have more success by visiting with a business owner/individual by selling your ad to them personally. Wear your GCS Team Shirts, Uniform Shirt, dress pants/skirt, jeans with NO holes. Remember, you will be representing GCS in front of local businesses and the public. Always smile, dress appropriately and speak with confidence.
4. ONLY use the GCS provided program ad sales form. Please make or ask for extra copies if needed.
5. Ask for payment the day the ad is purchased. ****If you are asked to return for payment, leave a copy of the form with the date you will return to collect the payment. If we have a form but no payment, the ad will not run and you will lose your commission. Do not staple or tape the check to the order form.**
6. Leave them the “Receipt of Purchase” form for their proof of payment.
7. All ads must be turned in with payment to the GCS Office, ATTN: Christina Russell, Fall Program Sales. ***For Credit Card Payments, the advertiser can call the business office at GCS.***

*****HELPFUL TIP:** Go as a team! Ask a parent or chaperone, take a few of your teammates with you to sell the ads. Credit accordingly so that all athletes earn their commissions.

TURNING IN THE ADS:

1. All ads MUST be returned with payment. Make payment payable to: Georgia Christian School.
2. All artwork MUST accompany ads. This can be a business card, letterhead, etc. DO NOT staple, tape or fold any artwork that is provided to you. IF they are emailing artwork, please confirm they have checked that box on the sales form.

Sales Forms/Additional information: Please contact GCS office for a copy of additional forms if needed. You will be emailed a copy to download and save. If you have questions, please contact Christina Russell, 256-529-9729 or Cindy Hornsby 229-834-4421.