

Arlingtonian

Ad Sales

Contact information:

Arlingtonian
1650 Ridgeview Rd.
Upper Arlington, OH 43221

Phone: 487-5240 ext. 180
Fax: 487-5221
Web: www.arlingtonian.com
Email: arlingtonians@yahoo.com

Editor: Victoria Slater
Bus. Manager: Abby Newlon
Advertising Editor: Carrington Tosino

Adviser: Caroline Hemmerly
chemmerly@uaschools.org
487-5240 ext. 131

How to Sell an Ad

First . . .

- Decide which businesses to contact
- Make a phone call to set up a meeting, OR
- Go directly to the business, but beware, they might be more willing to cooperate if you make a phone call first

The Call . . .

- Know what you want to say.
- Be confident.
- Use full sentences. Avoid saying, “Ummm.” (This goes for when you speak to them in person as well.)
- Ask for the owner, manager, or person in charge of advertising. If they are not there, ask when would be a good time to reach them. Do not hang up until you talk to them or know when to call them back.
- Use strong words, ex. WHEN would be a good time for us to discuss advertising possibilities?
- Do not give the business the option of saying no. Avoid words or phrases such as “How about ...,” “Can you ...,” “Would you ...,” etc.
- Never wait for a potential advertiser to call you back. They have a business to run, & you are the one requesting their time and support. You will ALWAYS need to call them back.

The Meeting . . .

- Appearance matters, so dress appropriately.
- Be on time. It is always better to be early than to be late.
- Be prepared. Know what you want to say. Practice on your parents and friends.
- What you need to bring with you: ad contracts, a pen, a calculator, sample ads, full issues, ad sizes sheet (this is especially important this year because we changed the way our ads are organized, so almost every business will need to pick a new ads size), and blank paper for notes.
- Keep eye contact.
- Show good posture and manners.
- ACT CONFIDENT!
- Be polite, even if they aren't.
- Introduce yourself. Be sure to mention your name and *Arlingtonian*.
- Know the *Arlingtonian* number: 487-5240 ext. 180. If they have questions you cannot answer, they can always call Darcy Fishback or Katie Hyre.
- Remember to thank them at the end, even if they decide not to advertise.

Lastly, if you need help, ask . . .

- In years past, we've had to cut a \$65 check to a company because someone filled out a contract incorrectly, so please, ask Darcy or Ms. Hemmerly if you have any questions about selling ads.

15 Ways to Sell an Ad

Sooner or later in your ad selling career you will come across a firm “No.”
Here are 15 ways to turn a “No” into a “Yes.”

1. Too much business

- New potential customers are moving into the area all the time.

2. Too little business

- That’s no problem, we can bill you later. (Note: I prefer you get the money when the store buys the ad because then we don’t have to worry that the store will never pay, but I would rather have to bill them than us not getting the ad.)
- When business is slow advertising is a great solution. You can get information about your store out to new customers and *arlingtonian* is read by a lot of people.

3. People don’t read ads

- Feature a benefit for your customers and they will be attracted to your ad. How about if we put in a coupon?

4. I can’t afford to use big space

- We have plenty of smaller advertising options and ad designers who can make your ad eye-catching.
- A business card size ad only costs \$35.

5. Everybody knows where we are

- 20% of American families move every year. New prospects move into your market and old customers move out.
- A picture in your ad will really help customers find and remember your store.

6. Everybody knows my store and what I carry

- Once again, there are always new families in the area.

7. I don’t know how to create an ad

- Not a problem! We can have our ads staff design an ad for you.
- Just tell us what you want in an ad and we do the rest of the work.

8. I didn’t get any results from my last ad

- Maybe you need to include an incentive with your ad, like a coupon.

9. I can’t get a good position in the paper

- Where do you want your ad? We will do our best to accommodate your wishes.

10. I don’t have any competition

- Every business has some kind of competition either within the city, downtown or from a mail order firm.

11. Your rates are too high

- Our ads are cheaper than ads in local papers.

12. I don't have any money to advertise

- The secret to successful advertising is consistency, not size.

13. You don't have large enough circulation

- Our paper is read by a large percentage of the high school students and their parents, even if they do not directly receive a subscription.

Remember how controversial arlingtonian was last year? That will attract more subscribers this year, and will bring you more business.

14. The home office won't give me a newspaper advertising allocation

- An eighth of a page only costs \$35. Must you ask your home office for a sum that small?

15. I don't have the time to advertise

- The time that you spent today is all the time you have to spend. Just tell us what you want and we will take care of the rest.

Last Minute Tips & Strategies

- **Tips & strategies for beginners**

- Do not sound tentative even if you feel that way. At the end, do not say, "So, do you wanna buy an ad?" or "You wouldn't want to buy an ad, would you?" Instead, assume the sale: "Would you like a half page ad or a quarter page ad?" Or, "Would you like to start in October or November?"

- Do not beg. It is okay to say something like, "We really appreciate your support of Upper Arlington High School," but remember that we are a good publication (mention awards if need be) and that we are offering a service.

- Remember that businesses think a lot about other businesses and how the Upper Arlington community perceives them. Try saying, "The business community has been tremendously supportive of us..."

- **Tips & strategies for when you are less scared**

- Tailor your presentation to the personality of the business owner/manager. If the advertiser has a big ego or colorful personality, make it all about them; if the advertiser is a quiet & responsible type, give them options; if s/he is a thinker, s/he may need more time and will need hard copies; if s/he is someone who wants to be liked, they won't want to tell you "No."

- Start sketching their ad in the business. Say, "Oh, I just had an idea..." and describe the advertisement you are imagining for their business. Even if they don't like your idea, they will be charmed by your enthusiasm.

- Persuade them with a statistic. Wow them with some figures.

Arlingtonian

Ad Facts

- ◆ 2,000+ circulation to students and faculty roughly every 4 weeks
- ◆ Issues are often shared with parents and family members (estimated 4:1 ratio per issue)
- ◆ Journalistically-trained student newsmagazine staff
- ◆ Written and produced solely by UAHS students
- ◆ Printed by local printer here in central Ohio
- ◆ Local, state and national award-winning publication, including first place in various journalism competitions for the past 20+ years
- ◆ The publication receives no school funding; students raise all money for printing costs themselves
- ◆ Printed every four weeks throughout the school year, nine issues per year, 16-32 pages each
- ◆ Distributed to students during the regular school day
- ◆ Digital files accepted for advertising (.jpg or .tif preferred, minimum 300 dpi printed at 100%), or ads can be designed by staff and approved/modified at advertisers' request
- ◆ Advertiser can submit photograph for ad, or Arlingtonian photographers can arrange a time to take a photograph for you at no extra charge
- ◆ No extended deadlines for advertiser-submitted ads; we must have ad copy/contract approximately two weeks before issue date

Advertising Rates & Sizes (per issue)

Size	Color
1/4	\$80
1/2	\$150
3/4	\$210
Full	\$280

Prom Supplement Ad Sales

Women's Formalwear Retailers

Flower Places

Dinner Places

Tanning Places

School places (ex. LC, School Store, Student Council, CDSAC, etc.)

Photo places (for getting those pictures developed, buying frames, etc.)

Dancing Lessons

Men's Formalwear Retailers

Hair and Nail Places

Anti-Drug/Alcohol Businesses (ex. Prom Promise, which is sponsored by Nationwide Insurance; Riverside

Recovery Center for Youth Choices, SADD, etc.)

After-prom places (ex. bowling, ice cream, game places, coffee houses, etc.)

