

# Show 2023 Ad Sales Guide

For Merrimack Valley A Cappella

# Show Book Basics

- One of our biggest fundraisers
- Only happens because of YOU!
  - Community outreach by members
  - Getting in touch with local businesses and vendors
    - Do you need work done on your home? Ask them to buy an ad!
    - Do you frequent a local shop, salon, or restaurant? Ask them to buy an ad!
  - We recommend business to one another all the time, and this way it funds our hobby.

# How To

- Find the forms on the Members Only section of the website
- Go to Documents menu
- “Show Ad Book Documents”
- Print or download forms
- Sell ads!

## Non-Profit Status

- Sweet Adelines is a Non Profit Organization (501-C3).
- Any donations to our chapter are tax deductible
  - Includes ad sales
  - Approximate value or any items/services donated as well (i.e. Silent Auction donations)
- Receipt with Tax ID number on the website

## Ad Sales- tips and tricks

- Most popular ads are 1/4 page, which is perfect for a business card design.
- Can take the physical card and get to AC/Kate for scanning and inclusion in the book.
- Digital files/images should be emailed directly to [merrimackvalleychorus@gmail.com](mailto:merrimackvalleychorus@gmail.com)
- If we need to make a custom design, additional \$25 fee to offset AC's time to create an ad from scratch.

## Ad Sales- tips and tricks (cont.)

- Majority of ads are black & white and can be as small as 1/8 page.
- Listings are also available
  - Can list individuals people, groups, businesses etc.
  - Very easy way to make a sale for a business who may be interested but doesn't have business card available, or is short on time.
- High visibility ads are available, but only a limited number!
  - We will make sure to update you when they sell out.
  - These are both black and white and in color

# High Visibility Ads- Color (Past years)



Inside Cover

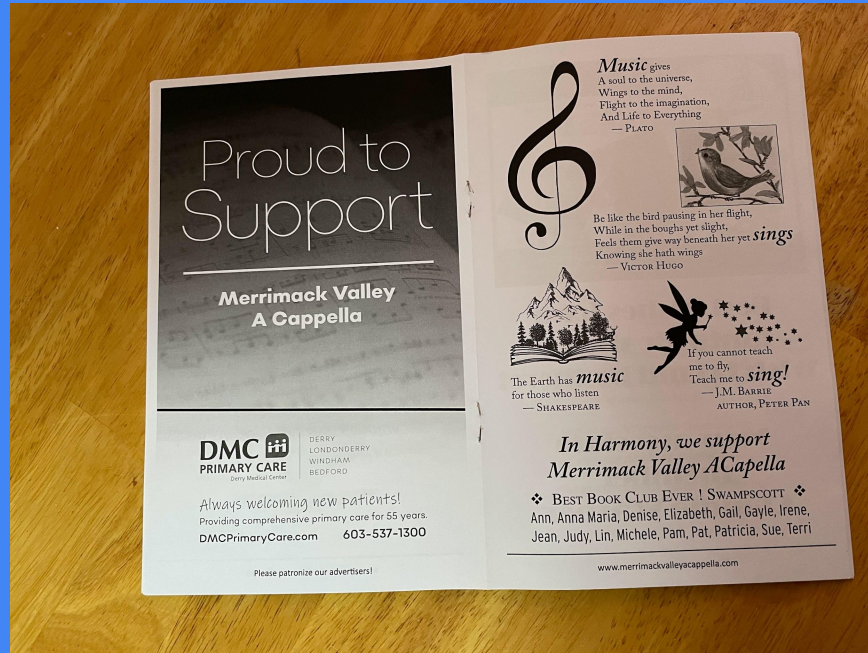


Rear Cover



Inside Rear  
Cover

# High Visibility Ads- Black and White



Centerfold-  
2 pages



## Who needs what?

- Printed ad forms
  - Hand to AC or Kate Roberts
- Digital files or forms
  - Email to [merrimackvalleychorus@gmail.com](mailto:merrimackvalleychorus@gmail.com)

**All payments** to go Chris Blaisdell or Kathleen Rekart.

*All forms* (paper or digital) should have your info  
to help us track who made what sales  
and follow up if needed

## OUR GOAL

- \$6000.00 goal for Ad Book Sales
- Lilah will keep us updated on our progress