

Instructions for Ad Book Sales

1. Up to 5 advertisers per sheet! This includes well wishes – no separate form!
2. Ad set up assistance is available for a small fee. \$25 for businesses or \$10 for a 4-Her's Personal ad.
3. Please make sure your numbers add up – That you have correct amount of money collected per form.
4. This is VERY IMPORTANT! We do not allow for split payments on checks. ONLY ONE CHECK PER ADVERTISER/PER 4-H'ER IS ALLOWED. If people want to split the cost – that is fine but they need to do the collecting between themselves and write ONE CHECK.
5. All checks must be made out to SCAS Jr. Fairboard. Not to a parent, not to an advisor, not to a club- NOT TO SC4HSHA!
6. As usual, please call for the availability of the covers and middle spread before committing the sale and taking a check.
7. Please have the child's name written in the memo of the check.
8. Prizes are offered- please see prize sheet.

Collection

1. ****NEW**** Standardized dates! Ads are due to advisors by March 1st. Ads are due to ad book committee by the 2nd Thursday of March. For those unsure of their fair participation by March 1st- Ads will continue to be accepted until the book closes and is ready to go to print. Only ads submitted by March 1st will count towards prizes.
2. All ads are to be turned in to a club advisor so it can be accounted for in your excel summary file.
3. Please make sure all areas are filled in when you collect the ad forms and check the hard copy of the ad to make sure it is the correct size, print ready and the correct amount has been paid. Please instruct them to not use staples to attach ads – ESPECIALLY BUSINESS CARDS!
4. Ads and monies can be collected by advisors at any time. Ads and monies can be turned in at any time. Please contact Sam Owen to do so.
5. Ads must be accompanied by a hard copy and a jpg or pdf file of ad must be emailed to SummitAdBook@gmail.com. Please put child's name in subject line and business advertiser. If possible it would be helpful to name the ad as follows: Club name (abbreviate), Child First initial & last name, Advertiser name, (use personal for their ad) and details of ad: (size) Full, Half, Qtr, BC followed by Color or BW i.e.: TB2 H Benoit Park Ford Half Color.jpg (or .pdf)
6. Advisors will be emailed an excel spreadsheet with a specific tab for your club. All ad Information is to be entered into the spreadsheet. BONUS – it will calculate your total ad sales! A hard copy of the summary sheet is to be presented at final ad turn in to the committee and the file emailed to SummitAdBook@gmail.com. DO NOT EMAIL MORE THAN ONE TIME. We only need THE COMPLETED SUMMARY at the final turn in. We do not need one with every ad turn in before the March deadline. DO NOT turn in a handwritten summary sheet. It must be entered into the spreadsheet and emailed. Delete extra rows to shorten the file before printing. Also you need to use the code at the top of the page when entering the ad size. It is programed to fill in the cost for you and then total the column.

Questions? Sam Owen 330-958-0027 or SummitAdBook@gmail.com