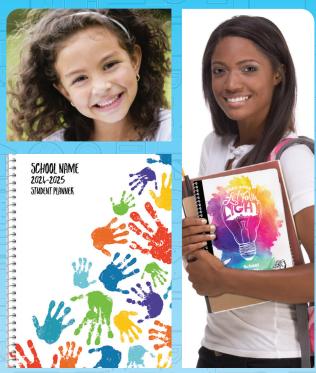
## Have a Sponsor PAY for your Student Planners!







Budgets are limited when it comes to purchasing student planners; why not have local businesses help YOU reduce the cost of your planners?

Selling advertising spots on the inside front/inside back/or outside back cover can help offset the cost of your planners.





## Before you contact local vendors or businesses, follow these few steps below.

- 1. Contact Meridian Student Planners to receive a quote.
  - This will give you a starting point to price your advertising spots.
     Make sure you tell your CS Rep that you would like to sell advertising on the inside front/inside back or outside back cover.
- 2. Brainstorm a list of potential businesses.
  - Ex. Banks, Doctor's Offices, Car Dealerships, Insurance Agents, Restaurants, Local Colleges/Community Colleges, etc.
- 3. Print out our FREE flyer to use as talking points when meeting with business owners.
  - This flyer explains the importance of student planners in the classroom.
- **4.** Print out your editable PDF sample ad page.
  - You will be able to include your contact information along with your set advertising prices to leave behind for the business.

## Meeting with local businesses:

- **1.** Be professional. Introduce yourself, make eye contact, shake hands and ask for a minute of their time.
- 2. Explain the reason you are there to meet with them and why it will benefit them if they choose to advertise in your student planners. Stress the importance of the following reasons:
  - Daily views of the student planners to not only the students but also parents and teachers.
  - Community recognition for being a local school district sponsor.
  - Ability to showcase a special deal or promotion.
- **3.** Thank them for their time and leave behind our flyer along with your sample ad page form.
- 4. Follow up with each business within a week.



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	Full-page	\$300.00
11	Half-page	\$150.00
	Quarter-page	
	Eighth-page	

## **Quote Example:**

250 MS Planners	\$5.25 each
8 Handbook Pages	
Inside Front/Inside Back/Outside Back Cover Printings	\$155.00
Total	\$1467.50
• Sponsor Pay	\$1,100.00
(ads on inside front, inside back, outside back covers)	











