

Troop 505 Pancake Breakfast Placemat Ad Sales Packet

What are placemat ads?

Our placemats contain ad space that can be sold to local merchants. By advertising with us, businesses promote their goods and services to over 600 guests. A placemat from last year is attached as an example. Four different placemats were created to provide excellent visibility to the 130+ merchants who advertised with us last year.

Selling ads is not mandatory. However, we encourage every scout to sell at least one ad. About 40% of the ad price will go in to the scout's escrow account (the final percentage will be determined at the end of the month following the breakfast.).

How do I sell placemat ads?

Ask local merchants if they will support our troop by purchasing ad space on our placemats. Ad prices are as follows:

\$60 for a business card size ad

\$30 for an ad half the size of a business card

\$20 for a one-line ad (with simply a name and address or phone number)

Complete the attached order form for each ad that you sell. Make additional copies of the form if you sell more than one ad.

For \$ 30 and \$60 ads, obtain a clean business card or camera-ready artwork. **Low-quality images or images that do not fit within the dimensions on the order form will not be accepted!**

For \$20 ads, specify the exact content of the one-liner on the order form. No business card or artwork can be included.

When calling on businesses, **wear your Class A uniform** to promote a positive image.

What if the business offers a coupon, gift certificate or donation?

This is great! Some merchants offer coupons or other giveaways instead of advertising. Turn in all coupons and giveaways so we can use them as door prizes during our breakfast. These merchants will be acknowledged at the time of the drawing.

When do I need to turn everything in?

All money and order forms must be turned in prior to **February 6, 2012**. **NO EXCEPTIONS!** Ads turned in after February 6th will be returned and the scout will have to refund the money to the business who purchased the ad. Don't let this happen to you!