

1. Greeting

Hello, my name is (your name) and I am a member of the Traverse City Rotary Club. I am calling you today on behalf of the 2011 Rotary Show to see if you are willing to continue to support our Good Works Projects by advertising in the Rotary Good News. We have started our advertising campaign and have a lot of new and exciting information on how your advertising support will benefit your business and the Good Works Projects of our club.

Over the past 10 years, your advertising support has allowed our club to fund over \$400,000 to various organizations in your community such as:

- Kingsley High School Cognitively Impaired Classroom
- Great Lakes Children's Museum
- Catholic Human Services (Grandparents Raising Grandchildren Program)
- American Legion Girls State
- Bay Area Music Foundation (Music Camp Expenses)
- Grand Traverse/Leelanau DHS (Car Seats for Low Income Families)
- Farmers Market Vouchers – Low Income Seniors
- Traverse City Cooperative Preschool – Pave Circle Drive
- Manufacturing Technology Academy – MTA First Robotics Competition
- Big Brothers, Big Sisters
- Acme Christian Thrift Store & Food Pantry
- Traverse City Central High School Chorale
- Grand Traverse Regional Healthcare Coalition – Youth Dental Clinics
- TCAPS – English As A Second Language Materials

2. What's new this year, Rotary Good News, 5000 copies distributed free to the area, color ads, coupon ads

We have made several changes to our Rotary Good News this year which we believe will enhance your advertising support. The design of the Rotary Good News has been changed to look more like a newspaper with advertising surrounding articles about our Rotary Club and Good Works Projects.

Ads will be standard newspaper size available as full page, half page, quarter page, and coupon sizes which can be horizontal or vertical. We have added the option of having the ad in color or traditional black and white this year.

Advertisers will now be able to offer discount coupons as part of their ad layout to enhance the benefit to their business.

We plan to print and distribute 5,000 copies throughout the community.

3. Ad size pricing options: start with large down to coupon.

- Full page ad prices are \$600 for color and \$525 for black and white.
- Half page ad prices are \$345 for color and \$300 for black and white.
- Quarter page ad prices are \$235 for color and \$200 for black and white.
- Coupon size ad prices are \$115 for color and \$100 for black and white.

4. Let them know they can create and e-mail their ad copy information or we can publish their ad from last year's program

If you would like to create new ad copy in color or black and white you will need to e-mail the ad copy to Jackie Anderson at our Rotary office. If you would like to us to continue to use the ad copy from last year's show we can do this as well.

5. Ask for e-mail address to send the ad copy information and billing information.

If you could give me your e-mail address, I will send you a copy of ad sales flyer which gives you the ad sizes and information needed to process your ad copy. This flyer also has the e-mail address to send the ad copy to as well as the mailing address to send the payment for your ad.

The deadline for all ad copy is Friday April 1st. Ad copy submitted after this date may not get in the Rotary Good News.

6. Explain the ticket purchase options

We can accept general admission ticket orders at this time for \$10 each for any night show. If you would like to purchase reserved seating you will need to purchase these on line at www.treatickets.com.

Once the advertiser confirms their ad size and color, complete the ad sales form with ad size and ticket requirements and send it to the Rotary office or drop it off at the weekly meeting.