

CHHS Choral Boosters Program Advertising and Truck Advertising Guidelines and Rules

Thank you for your interest in our advertising sales program! This is an EXCELLENT way for your student to offset their choral fee costs. Below please review the rules and guidelines for participation in the program.

1. For each program advertisement or truck advertisement sold and PAID for, the student will receive a credit to their student account equivalent to 50% of the cost of the advertising monies received. Monies will be credited to the student's account upon our receipt of FULL payment for the advertising. Generally student "credit" reports are completed on a bi-weekly basis as advertising monies are received. Please remember that we are all volunteers and are working these items into our sometimes very hectic schedules. We strive to get the reports generated as quickly as possible. If you do not see a credit for an advertisement that your student has sold, please let us know. Sometimes, the customer has agreed to an advertisement but has not remitted payment. In these cases, you will need to go back to the customer, confirm that they still want the advertisement and collect the fee. Wherever possible, please collect the fee when you make the sale!
2. Monies raised by each student participating in the advertising sales program will be distributed in the following manner. FIRST to the CHHS Choral fees which are handled by the school - specifically Choreography fees and Travel fees. Once ALL school fees are paid in full, any remaining advertising credits will be applied to the student's costume fees. Any student account credits remaining at the end of the school year will be credited toward CHHS Choral fees the following school year. No refunds will be issued! Credit balances remaining at the end of a student's senior year will be donated to the choral program.
3. Current Secured Advertisers – If a student sold an advertisement to a customer during the previous school year, that advertiser is considered "secured" by that student for the purposes of solicitation for the upcoming school year – but only UNTIL the first program printing deadline. No other student may approach that customer for an advertisement until the first program printing deadline has passed. If you happen to sell an advertisement to a customer that was on the "secured" list for another student PRIOR to the first program printing deadline, the student who was on the "secured" advertiser list will be credited for the sale regardless of who sold the advertisement. Please make sure to check the secured advertiser list before soliciting! Once the deadline for the first program printing has passed, any advertisers that were on the "secured" advertiser list and have not been re-sold will become open to other students. Please check the website for updated "secured" lists.
4. New Secured Advertisers – Once your student has a FIRM commitment from an advertiser and has been paid for an advertisement or has had artwork submitted by an advertiser for the upcoming program, that advertiser will be added to the secured advertiser list under your student's name. A secured advertiser is NOT just a matter of walking in the door and dropping off paperwork or speaking with the person at the front counter. To add an advertiser to the secured list, you MUST have a FIRM commitment from that advertiser. Once you have an advertising commitment, please let us know as soon as possible so that the advertiser can be added to the "secured" advertiser list under your student's name. Please be prepared to provide the name and contact information for the person committing to the advertisement. We will make EVERY effort to update the secured advertiser list as quickly as possible.
5. Outside and Inside Covers – The previous year's advertisers for the covers (inside and outside) will be given first right to renew. Please do not sell a cover until you are notified that one has become available. You will be notified ASAP of upcoming cover space.
6. Business Card or Non-Electronic Advertisements – If your advertiser is NOT submitting an electronic ad, it is YOUR STUDENT'S job to bring the artwork to the school in an envelope marked "advertising". Typically the artwork, payment and forms are included in the same envelope. Please bring two copies of the business card or artwork.
7. Unpaid Advertisements – As a courtesy, we will often place advertising artwork that has been submitted electronically but not yet paid for in the first program printing, especially if the artwork is received near the first program printing deadline. Your student will NOT receive credit to their account for this advertisement until it is PAID IN FULL. It will be YOUR STUDENT'S responsibility to collect the advertising fee. If the advertisement is still unpaid by the second program printing deadline, the ad will be removed from the program.
8. Forms – Advertising forms will be available on our website www.cloverhillshowchoir.com under the section marked forms.

If you have any questions, please do not hesitate to contact me at any time. I can be reached on my cell phone at 804-426-6283 or by email at chhsprograms@gmail.com. If your customer has an advertising question, it is easiest to reach me by email. I typically respond very quickly. Happy Selling!

Deanna Friedel
2018-2019
CHHS Choral Boosters President