

Suggested Script

Hello, My name is _____ and I would like to speak to _____.

[Ask to speak to the contact on your ad order form or ask for the owner, store manager, President's secretary]

Hello, my name is _____ and I am a music student at Marlborough High School. The reason I am calling is I would like to know if your company would like to place an ad in our annual Spring Concert Program Ad Book? Your ad will help raise funds to support the Music Association's scholarship program, purchase needed music equipment and performance dress and help the performing music groups to participate in cultural & competitive music festivals.

If they say no, say "thank you for your time" and "good-bye".

If they say yes, continue with information they are requesting such as –

The size of the program book is 8 ½" by 11" and the ad costs are:

Cover.....	\$150.00	(First Come Basis)
Full Page	\$125.00	
½ Page	\$ 75.00	
¼ Page	\$ 50.00	
1/8 Page	\$ 30.00	
Contributor	\$ 15.00	(Appears on Contributor page with a line for "good luck wishes: plus name (s) of contributor).
Sponsor.....	\$ 10.00	(Appears on Sponsor page with name(s) of sponsor only.)

OR

You can read them parts of the letter that was sent to some merchants.

I would like to review to be sure you know the cost of the ad, that I need the ad copy and payment to submit the ad. Your ad size will be _____ and the cost will be _____. Please make your check out to: MPS Music Association.

You can make arrangement to go to the merchants to fill out the order form

OR

The merchant can send the ad and payment in the mail. Make sure the merchant writes your name on the check or ads a note with your name (so we know what student belongs to the ad)

The address to send the ad and ad copy to is:

**MPS Music Association
c/o Marlene Manell
239 Wilson Street
Marlborough, MA 01752**

Thank you very much for your order. I appreciate your support of the MPS Music Association and hope you can come to hear our performance on May 10, 2012.