

Successful Strategies for Selling Ads

Sell all your ad spaces. Be sure to sell every ad space on your calendar since much of the profit generated by this project comes from the advertising. Approach your local merchants with a copy of the "Why Should I Buy" Canvasser Brochure, a copy of the Community Spirit Calendar and your Advertising Contracts.



Overcoming Objections. Some people are uncomfortable about selling ad spaces. They approach the merchants in their community hesitantly and say:

"Mr. Businessman, how would you like to buy an advertisement on our Community Spirit Calendar? We are trying to raise money for ..."

Mr Businessman replies:

"It's just too much money for an ad" or "It seems there is no end to the number of groups that are constantly hitting us up for a donation. There have been at least five of you in here this week." or "I can't afford it."

A few rejections like this are very discouraging to canvassers who have not had any selling or advertising experience. We urge you to go over the following very important points with members who will be selling ad spaces so they can deal with the objections expressed above:

✓ **Maximum Exposure.** The **best ads are those which are seen many times over.** No other advertising medium offers exposure for 365 days of the year at such a reasonable price! All ad spaces on the *Community Spirit Calendar* are in plain view in the home. The calendar contains a **wealth of local information** about meetings and special events in the community. Local families have a personal interest in the *Community Spirit Calendar* and refer to it daily because their birthdays and anniversaries are listed.

✓ **Exceptional Value.** Calendar advertising is still regarded as one of the best investments for the advertising dollar. It works as a "silent salesman" **24 hours a day, 7 days a week, 365 days a year.** An advertisement on the *Community Spirit Calendar* provides the best value for the merchant's advertising dollar.

✓ **Reasonable Cost.** "Co-operative" calendar advertising by local merchants makes the **cost much more reasonable** for the individual advertiser. It is more expensive to advertise in a newspaper, on radio or TV or through the mail. Compare the same money invested in a local newspaper ad space which **runs only a few days** and is then thrown away. Compare the cost of **30 seconds** of air time on radio or TV. Compare the cost of sending a flyer at current postage rates. **Compare and you'll find there is no comparison!**

The *Community Spirit Calendar* allows local businesses, regardless of size, to have all the advantages of **calendar advertising** without the prohibitive costs.

✓ **Discount Offers.** A merchant may also include a **discount or special offer** in his advertising message. This will attract attention to his advertisement and will **increase interest in his or her place of business.**

✓ **Tax Deductible.** Advertising on the calendar is a **legitimate business expense** and is therefore tax deductible.



We congratulate the town of Brookfield, NS on winning the 2009 Lieutenant Governor's Community Spirit Award. Our sponsor, Brookfield Pastoral Charge, has featured this special award on the front of their Community Spirit Calendar.