**Advertising Assignment**

**Yearbook Needs:**

1. Yearbook Advertising Space Money!!!

2. Full page ad sponsors.

**Your task: (either individual or in pairs)**

* Research local businesses (sole proprietorships work best instead of franchises or big corporations) – one per person that has not been contacted before – online yellow pages are a good source!
* Sign up your businesses with me before visiting/calling
* Call or visit local business(es) by Tuesday, April 17th
* Ask to speak with the manager on duty or whoever makes decisions about advertising.
* Present your promotional speech/pitch
* Remember to thank him/her for their time.
* ***\*\*Reminder #1\*\**** - Full page ad cost: $75
* ***\*\*Reminder #2\*\**** - If you contact a business that has been included before make sure to say “we appreciate your business in the past and hoped you would advertise with us again…and “as you know from prior involvement etc.”
* *Please apologize if they have already been contacted before and have declined*.

***Promotional Pitch***: Ajax High School would like to include you in the special creation of our 2012 yearbooks! When up to 1600 students and staff receive their yearbook they will share it with family and friends. You want to be a part of that! By placing an advertisement in this book, a collection of memories that will be instantly cherished and for years to come, you can reach a sought after Ajax demographic. Students and parents will recognize your business as a member of the community and a contributor to the school.

Currently we are selling full sponsor page ad space in the 2012 supplement. Your business name, contact information and logo will be featured at the bottom of a page as well as the words “This page is sponsored by…”. The price for this is $75. Our yearbook team would be happy to design the ad for you and we can email you a copy of it before it is included in the yearbook. **Cheques can be made payable and sent to: Ajax High School – 105 Bayly St. E, Ajax, ON L1S 1P2.**

**Marking: (10 Communication Marks)**

1. What was/were the name(s) of the business(es).
2. What was the full name of the manager (or whoever you spoke to) and record it here.
3. Were you successful? If so please record when the cheque will be sent, how many pages they would like to sponsor and their email address.
4. If not, what happened? Please explain. If they decline, please ask if they would like to donate a prize or gift card for our raffle instead and we would mention their business in the book.

**\*\*10 Application Marks for obtaining a full page ad sponsor.**

**List of businesses already included or contacted:**

1. Lifetouch
2. Dairy Queen
3. Joe Dickson Printing
4. No Frills
5. The Black Bear
6. Git-R-Done
7. Piggy Back
8. Picker ing Village Ice Cream Shoppe
9. On Route Driving Academy
10. Sarah’s Mobile Spa
11. Retro Burger

**List of Businesses included last year but may or may not have been contacted:**

1. Durham Financial – 905-434-2469 (107-200 Bond St. W. Oshawa)
2. Lakeport Power – 905-355-3281 (169 Industrial Park Rd. Colbourne)
3. Lassie Lighting Inc. – 905-420-5267 or 416-618-2127
4. Ontario Line Clearing – 1-800-992-7645 (541 William St. Cobourg)
5. Nemisis Home Security – 1-877-607-5233
6. Black & McDonald – 416-298-9977 (77 Railside Rd. Toronto)
7. Best Choice Driving School – 905-686-2224 (1 Roslland Rd. Ajax)
8. Randy Moore Footcare Clinic – 416-298-9044 (160 Bennet Rd. Scarborough)
9. Ajax Agro’s Gymnastic – 905-427-0036
10. Texas Burger – 905683-0512 (21 Harwood Ave. S.)
11. Shear Heaven Salon and Spa - 905-683-2954

**List of Businesses included 2 years ago but not yet contacted:**

1. Staples – 905-686-1422 (16 Harwood Ave.)
2. The Pita Pit – 905-239-7482 (105 Bayly St. W)
3. Pickering Village Source for Sports – 905-683-0400 (18 Harwood Ave.)
4. Ajax Bowl – 905-683-0680 (172 Harwood Ave. S)
5. Rejuvenate Salon – 905-837-5406 (512 Kingston Rd. Pickering,)
6. Durham School of Music – 905-428-6266 (100 Old Kingston Rd. Ajax)
7. Bella-Derm – 905-686-5582 (49 Old Kingston Rd.)
8. Body & Soul – 905-839-5795 (1885 Glenanna Rd.Pickering)
9. Tommert Carpentry & Renovations – 416-843-5716

**Other ideas:**

1. Chapters/Indigo
2. Pickering Town or Oshawa Centre
3. Roots
4. Winners
5. Pizza Pino, Little Caesars or Pizza Nova
6. Nails Craze – 905-427-6400 (570 Westney Rd S, Ajax)
7. Angel Nails – 905-683-7546 (68 Harwood Ave. S.)
8. Station Street Grill - 905428-3240
9. Rotilicious -905-686-8070
10. Lush – 905-831-7266 (Pickering Town Centre)

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