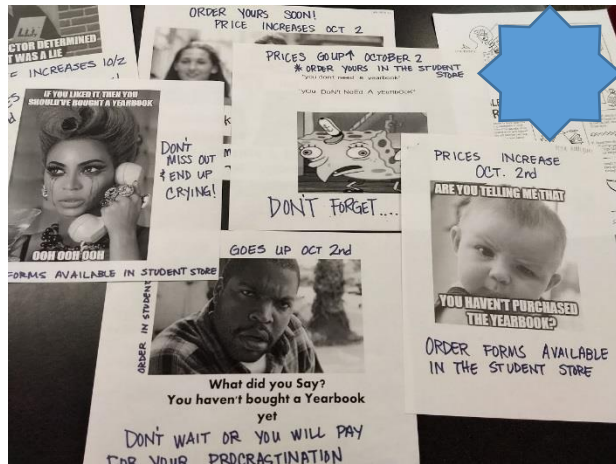
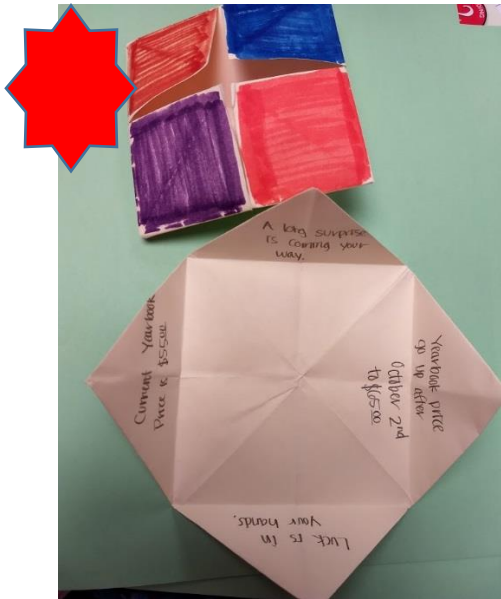
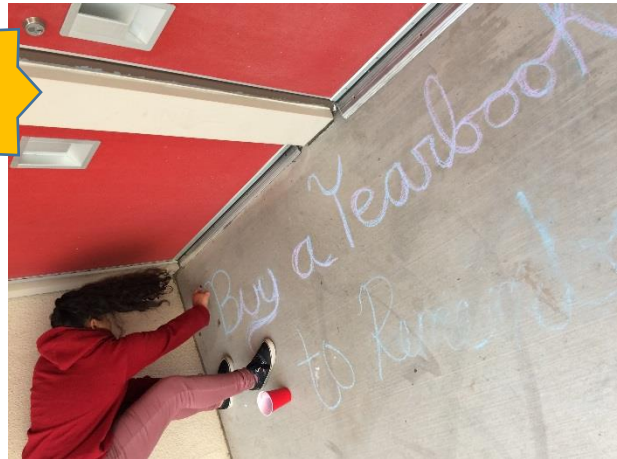
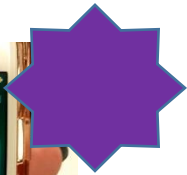


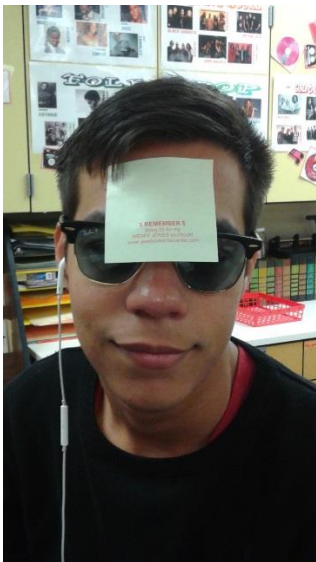
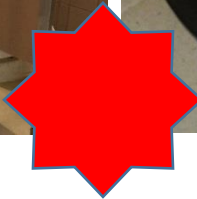
INTERESTING ADVERTISING IDEAS

For Yearbook Sales...and ASB Activities

1. **Chain-link Changes** – Use cups or ribbon to create a short message about important events/dates/price changes
2. **Chalk it up to Effort** – Chalk murals around campus on non-rainy days in major walk-ways
3. **Fortune Tellers** – Have students create paper fortune tellers with messages about upcoming purchase deadlines or upcoming events advertised on the inside of some flaps.
4. **Meme It** – Create a meme with an online meme generator such as makeameme.org or memegenerator.net
5. Create labels for water bottles and pass them out (we used the mini water bottles) “Water you waiting for...Buy your yearbook before prices increase.” “You can lead a horse to water...but you can’t make them buy a ticket for the dance.”
6. **Easter Egg Hunt** – hide eggs around your campus on the last day before spring break, in some have candy or small prizes from dollar store/oriental trading company along with a small reminder note about your upcoming event; a grand prize could be a free yearbook or a free ticket to the event (This could also be St Patrick’s day with small plastic “gold” or green shiny coins. You number them or mark them so you know they are the ones you hid, and the students can turn them in for the prizes with reminders)
7. **Social Media** – Use Snapchat, Facebook, Instagram to advertise events. Your students are the experts...you could even have a position on staff that is your Social Media Manager
8. **Stepping Up** – use thin pieces of paper to create messages going up stairs on your campus. This can be used for any event and is especially good for reminders about prices going up
9. **Johnny Notes** – Everyone is looking for something to read in the stall...post fliers on the inside of doors, near the flushing handle on the wall, or use stickers/printable labels on the paper dispenser
10. **Post-its** – Use post-its (sticky notes) to create pictures, murals, designs to advertise or remind people of things coming up. Stamp them with order info for a little extra advertising!
11. **Smarties** – Deliver notes with smarties attached for the smart students who have already bought a yearbook or for students that pre-purchased tickets to a dance or event
12. **Email Advertising** – email all students/parents about upcoming events or yearbook sales with price changes, etc.
13. **Top 10 List** – List your top ten reasons to buy a yearbook or to attend an event on posters/fliers
14. **Use Deadlines** – Have a calendar for the week/month with a date circled to draw attention to it for a specific event, ordering timeline, etc.
15. **THANKS** - Send a Thank you Card/Note to students who have bought a book or a ticket to attend an event, for even more interest, attach a treat or a balloon and have them delivered during class/homeroom
16. **Yard Signs** – Think about all of those political campaigns that have yard signs or sandwich boards...use your lawn spaces around campus to create yard signs for upcoming events/yearbook sales... People will look at it because it is different than another flier/poster on the wall
17. **Coupon Clippers** – Create a coupon for each person in the yearbook or in your ASB group that allows them to give a friend a discount
18. **BE The Experts** – Word of mouth is everything, give a small quiz to your yearbook staff or ASB about each event including dates, times, locations, costs so that ANYONE in your group can answer questions. This gives you an extra assignment that can be used for grades but most importantly is Eliminates the “IDK”









CREATE A GIANT HEART OUT OF POST IT NOTES at least 12 notes wide on the windows of the gym facing the quad and take a picture and send it to Ms. Whitmore



CREATE A GIANT HASH TAG OUT OF POST IT NOTES (with at least 10 notes wide on the windows of G Building facing the quad and take a picture and send it to Ms. Whitmore



CREATE A LARGE word "YEARBOOK" OUT OF POST IT NOTES at least 7 notes high on windows outside of the student store and take a picture and send it to Ms. Whitmore



CREATE L H S OUT OF POST IT NOTES on the cafeteria windows facing the bus loop (letters at least 10 notes high) and take a picture and send it to Ms. Whitmore



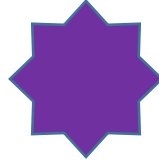
CREATE A LARGE SMILE FACE OUT OF POST IT NOTES (with eyes nose and mouth) at least 12 notes wide and take a picture and send it to Ms. Whitmore



Don't FLUSH your opportunity to buy a yearbook....
\$70 in the Student Store



Don't be feeling like this....when you don't have a yearbook in June!
\$70 at the student store

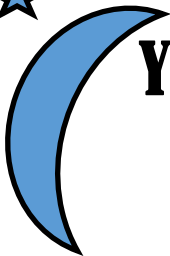
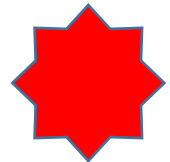


Don't Let the opportunity go down the drain....buy your yearbook today in the student store ...\$70 while supplies last!

WATER You WAITING FOR

Yearbook Prices Increase Next Week

Buy yours today! Order forms in the student store.



To : _____

YOU SHOULD BE OVER THE MOON.....
Someone in Yearbook thinks you are Special



This Coupon is good for \$5.00 off of the cost of your yearbook. Each staff member only gets three of these special coupons, so don't waste it! If you turn in this coupon at the student store, you get a discount and your yearbook buddy gets extra credit! To be valid, this coupon must be submitted with a new yearbook order prior to Spring Break.

From : _____

Coupon # 00011

YOU are such a



The Yearbook Staff thanks you for buying your Yearbook.
It was a SMART move because you will be able to remember
this year forever.

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