



Circus Program Book Ad Sales

NEW 2017 CIRCUS AD SALES

MUST READ

Celebrating our 50th Anniversary of the Ainad Shriners Circus

We encourage all ad salesmen to concentrate on NEW ad sales. New ad sales commissions are paid at 50% to the seller (No Limit)

Renewable Ads– All circus ad customers that appeared in the 2016 Circus Program Book are considered renewable ads. As the ad salesman, you are responsible to contact your businesses. **Exclusive renewal period for your ads ends February 28th. Open period for anyone to sell your ads begins March 1st.** If the customer renews the ad for 2017 you will receive commission based on the approval date on the contract. All renewable ad sales commissions are paid at 15% to the seller.

IMPORTANT:

- Contact each of your customers to complete and confirm the sale.
- Fill out a contract for each type of sale (New and Renewable). Make sure that all information on the contract is correct. Additional sales contracts may be downloaded from ainadshriners.org/circus
- We will accept the business's artwork in either .JPG or .PDF formats for the program book. Your customer may send the artwork via email to fundraising@ainadshriners.org
- Business card size ads will not be edited or corrected. The ad will be exactly as presented on the card. **Please do not tape or write on these cards nor staple to the ad contract.**
- Coloring Sponsored Page. The sponsor's information (banner format) will be on the bottom of a circus coloring page.
- Coupon ads– If the customer wishes to put a coupon in the program book the ad must be a 1/4 page.
- **Cut-Off Date for all ads is Friday, April 14th, 2017.** We recommend all ads be paid in full at the time of submission. No commission will be paid on ads that have not been paid by May 15. Commission checks will be distributed at the August stated meeting.