**Step 1: Professional Introduction**

Hi, my name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and I am calling from TC West’s Yearbook class. I was hoping I could talk to you or your manager about advertising in our Yearbook. Is now a good time?

If not, can I make an appointment?

**Step 2: Why BUY a yearbook?**

* Yearbooks come out every spring and within a week, somewhere around 6,000 people look through the book, including your ad.
* We offer full color business ads
* Yearbooks are timeless. Unlike flyers, they are permanently archived, hard-copy and high quality products. People look through the yearbook dozens of times.

**Step 3: Prices and Sizes**

* See the ad contract in your folder.
* If payment is given, mark on contract and enclose in an envelope. Turn in to Business Manager in class ASAP. **\*\*\*\*CHECKS ARE MADE OUT TO: TCAPS**

**Final steps for credit**

* **Email art to** **wshyearbook@tcapsstudent.net**
* Submit payment to Business Manager
* Turn signed contract and art in to our Business Manager