

- **What is the Yearbook and Catalog?** This book is published every summer prior to the Somerset County 4-H Fair. It is a record, in photos and text, of the events of the past 4-H year. It is available *free* to all 4-H families, ad buyers, fair visitors, new 4-H members and volunteers, Freeholders, other officials, and the general public. It is a memory book for 4-H families and a promotion tool for the program. **Commercial Advertisements and Friends ads** are placed in the Somerset County 4-H Yearbook to cover the cost of the book and to help support the fair, the building and the program.

- **Why Sell Ads?** The Ad Sale is one of only two fund-raisers held each year to support the Somerset County 4-H Association. The Ad Sale helps the Association pay for the Somerset County 4-H Fair. Our Fair is the largest, FREE Fair under tents on the East Coast. But the tents, awards, buses, insurance, etc. are not free to the Association. Everyone can help support the fair by selling ads to keep the fair a FREE family event for all.

In addition, Ad sales help the Association pay 4-H Center building expenses. The Somerset County 4-H Association provides the building where many of our 4-H Clubs conduct their monthly meetings and many county-wide 4-H events. The Association owns this building, and therefore must pay for maintenance, insurance, lights, heat, electricity, and other expenses to keep the building available for 4-H clubs to use FREE OF CHARGE all year long.

The 4-H Association supports the 4-H Program by sponsoring the Fair and the Center. 4-H Members and Volunteers are encouraged to help as much as possible.

- **How Do You Sell Ads?** Ask your friends and family members to take out a special message ad, or a friends ad. Ask businesses to take out a commercial ad. When you go to a business, take a copy of last year's catalog with you, so they can see what the ad might look like. 2005 Yearbook and Catalogs are available in the lobby of the 4-H Center. Take supporter ribbons, available at the 4-H Office, and present one to the buyer. **Members should always have an adult with them to sell ads. They should never go door to door to sell ads, or speak to people they do not know without an adult.**

If you want to know if a business has already purchased an ad, or if you have any questions about the forms, please contact the Ad Sale Committee:

Joanna Lieuallen at 231-8849, e-mail joanna444@yahoo.com

4-H LEADERS

2007 4-H Yearbook and Catalog Ad Sales

DEADLINE FOR AD SALES IS APRIL 27th

The Yearbook and Catalog Ad Sale is one of only two 4-H fund-raisers for the Somerset County 4-H Association. Club members can learn responsibility and community service by selling ads. Families can work together to sell ads to help support the 4-H Fair, the 4-H Center and your 4-H club.

CLUB LEADERS SHOULD:

- Make sure every 4-H family in the club receives an ad sales kit.
- Discuss ad sales at meetings. Review rules and prizes with members.
- Encourage parents to help with ad sales.
- Turn in money to the 4-H Center as soon as it is received.
- Make sure members give "thank you" supporter ribbons and yearbook & catalogs to those that buy business ads. These are available at the Office and the Center.
- Help your club to design a club ad and buy space in the catalog.
- Encourage 100% participation in ad sales.

IF YOU NEED:

• SUPPLIES---

Extra ad forms, supporter ribbons, and copies of last year's book are available for pick-up weekdays at the 4-H office (call 908-526-6644) or weeknights at the 4-H Center from the Building Manager, Mrs. DelGigante.

• AD LEADS & INFORMATION PERTAINING TO CLUB SALES---

Visit (website) <http://www.patmedia.net/jlieuallen/4Hads.html> or email Joanna Lieuallan at joanna444@yahoo.com.

FOR YOUR CONVENIENCE

Ad sale money can be turned in to the 4-H office weekdays from 8:30 a.m. until 4:30 p.m. or to the 4-H Building Manager evenings from 7:30 until 9:30 p.m. during March and April.

***HELP* the editors by turning ads in
as soon as you get them.**

No door to door sales permitted by youth without adult chaperone.

How to Sell Ads

- 1. As soon as you receive your ad package**, visit or call the representatives from the ads you sold last year. Businesses appreciate one sales person that comes back every year. Once you have steady customers, you can depend on their business each year. They are the easiest ads to get. Please be aware, however, ads are not owned by anyone; therefore if you don't act soon, your ads from last year could be sold by another 4-Her. Carry forms in your car so they are available wherever you go.
- 2. Use a separate form for each ad.**
You can get more forms from your club leader or from the 4-H Center. Feel free to make copies of your ad forms, double side preferred or download from www.4HisTops.org - A helpful shortcut – write your name, telephone number and club name on an original ad form, and then make copies. Your information will already be on the form and you won't have to worry about forgetting to fill it out.
- 3. Fill in all blanks on both sides.**
You and your club cannot get credit if we cannot tell who sold the ad. But remember to list only *one* member and *one* club on each form.
- 4. Print the ad in one of the ad spaces or attach "camera ready" copy.**
Use the correct size so the advertiser can see how the ad will look in our book.
If an advertiser wants us to copy a business card or last year's ad or something else, **paper clip the copy to the form and mark the ad space "see copy"**. Please make sure the ad looks exactly as the customer wants it to look in the catalog. It should be "camera ready" if possible.
- 5. Advertiser's signature or initials go at the bottom of the form.** By signing, the customer is saying he or she has looked it over and approves. This way, you are not to blame for mistakes
- 6. Friends ads should be submitted on the "Friends Ad" form.** Print the name legibly in the boxes. Leave blank boxes for spaces between words. The customer pays \$1.00 for each line. **NAMES ONLY.**
- 7. Correct payment in full must come with ad. – NO EXCEPTIONS**
Make checks payable to the Somerset County 4-H Association.
- 8. Say "Thank You" and give a Supporter ribbon.** Give advertisers a 4-H Fair Yearbook & Catalog Ad Sale Supporter ribbon. These green ribbons are available at the 4-H Office/Center.

Ad sale money may be turned in to the 4-H Office weekdays between 8:30 a.m. and 4:30 p.m. or to the 4-H Center building manager weekdays between 7:30 p.m. and 9:30 p.m. anytime through April 27.

Remember...Ad Sales Deadline is April 27!
(No credit for sales will be given after this date.)

4-H Members: Remember to always have an adult with you to sell ads. Never go door to door to sell ads, or speak to people you do not know without an adult.

Types of Ads



There are many different types of ads that 4-H members and families can sell. There are different price ranges, so it is easy for someone to find just the right ad for their needs.

1. Friends of 4-H

These ads are \$1.00 per line and include a **name only**, up to 35 spaces, per line. Use the friends' ads form. Print the name legibly in the boxes. Leave blank spaces between words. The customer pays \$1.00 for each line. One family name per line. Example – John Smith, or Mary & John Smith, or The Smith's, or Mary, John, Justin & Jerry Smith.

2. Special Message Ads

This \$20.00 ad allows the buyer to print a special message to anyone in 4-H. Business logos are not permitted here. Example- Best wishes to the Somerset County 4-H Clubs, love Grandma and Grandpa Smith.

3. Commercial Ads (also called Display Ads)

Commercial ads allow businesses to place a business card, or special advertisement in the yearbook and catalog. There are five different sizes:

- Business card \$50.00
- 1/8 page \$60.00
- 1/4 page \$90.00
- 1/2 page \$125.00
- Full page \$250.00

Sellers should give each Commercial Ad buyer a "thank you" supporter ribbon and after it is printed, a copy of the new yearbook & catalog. These are available at the 4-H Office (during office hours) and from the 4-H Center building manager (in the evenings). Please remind these buyers that they can also buy commercial space at the fair.



PRIZES

2007 4-H Association Sponsored Ad Sales Prizes

☺ **T-SHIRT AWARD**

Every 4-H member or volunteer who has \$50 or more in sales earns a free 4-H T-shirt! This T-shirt is special and is not available anywhere else!

4-H'ers are encouraged to wear their ad T-shirt the first day of the fair. This lets everyone know whom to thank for working hard to help raise money to support the fair!

TOP SELLERS:

☺ **FRIENDS ADS**

The top selling *4-H member* of Friends ads receives an American Express Gift Check worth \$25.

☺ **SPECIAL MESSAGE ADS**

The top selling *4-H member* of Special Message ads receives an American Express Gift Check worth \$25.

☺ **BUSINESS CARD ADS**

The top selling *4-H member* of Business Card ads receives an American Express Gift Check worth \$50.

☺ **INDIVIDUAL TOTAL ADS**

Every \$300 in sales by a *4-H member* means \$25 toward a total American Express Gift Check.

☺ **FAMILY TOTAL ADS**

Two top sales families will receive \$50 in 4-H Fair Food Tent Coupons

**EVERY CLUB that sells \$500 or more will receive
10% of their total ad sales for their club treasury.**

American Express Gift Checks may be spent in any store, cashed or deposited.

The Top Selling members and clubs will be recognized in the Yearbook & Catalog.

Every club is expected to help support the fair! Add to your club's total sales by creating a club ad. Be creative and make sure you include your club members' names in the ad. Remember, all club sales over \$500 help raise money for your club treasury. Choose a goal such as a trip, special outing or new equipment and shoot for it as a club!