The Royal Crown Players

Theatrical Troupe of *Roslyn High School* **since 1941**

September 23, 2013

To: All RCP Members

From: Basia Kurlender, *Business Manager*

Re: Ad Sales for ***LITTLE SHOP of HORRORS***

Enclosed are your Ad Sales Kit and your *Who's Who* form for this year's spring musical production of ***LITTLE SHOP of HORRORS.*** Please follow all of the directions carefully and **make sure you adhere to all of the deadlines.** If you have any questions feel free to ask me or the Business Staff at any time.

Available for download:

- Instruction Sheet
- Program Ad Template
- Advertisement Order Forms
- Ad Receipts
- Who's Who Form Email only to: **rcp@roslynschools.org**

All club members are expected to participate in this advertising drive. Every ad counts. As a member of this club it is your responsibility to participate, especially this year with our membership slightly lower than usual. Producing a play and a large musical is an extremely expensive enterprise. **To accomplish this we will need an outstanding advertising drive. As always, we want to focus on the business and professional community. We offer them high visibility in our playbill and it displays their support for the theater arts in Roslyn. We also offer a "Season" ad package at a discount. Remember, you are the personal RCP sales agent for your clients. You are responsible for expediting their ads with the business office.**

Please email your *Who's Who* and include all of the necessary information, such as your name as you would like it spelled in the program and the role you have in the production. It is your responsibility to proof read your ads, program listing, and *Who's Who* when the Program proof is available**.** The Business Manager and Mr. Frey reserve the right to edit your bios. **We are asking all cast members to please sell five (5) ads of any size.** **All members reaching this quota will get the LITTLE SHOP T shirt free!**

If you have any questions feel free to email me at - bkurlender@gmail.com or rcp@roslynschools.org

Before selling the inside front cover or the inside back cover you **must check with me** to make sure that they have not been already sold.

Please get off to a fast start. Don't sell your ads at the last minute!

DUE DATES: WHO'S WHO :: Monday, October 7th Email Only
ADS:: Monday, October 28th

All Ads are to be returned to Mr. Frey's Office and put in the Business Box.

ROSLYN HIGH SCHOOL • 475 ROUND HILL ROAD • ROSLYN HEIGHTS, NY 11577
***Tel* (516) 801-5154 • *Box Office* (516) 801-5156**
***E-mail* rcp@roslynschools.org • http://rcp.roslynschools.org**

INSTRUCTIONS

1. Check the ad size with the Ad Size Template.
2. We can either compose the ads or the business/person can give us digital files (pdf, tif, png or jpeg), camera-ready artwork or a business card that can also be used. Files are the best format.
3. Always give the buyer a receipt, with your name, email and cell clearly written on it.
4. Checks should be made out to the **ROYAL CROWN PLAYERS**. Cash is acceptable, but you have the responsibility of accounting for it before it is received by the business staff.
5. **SALES QUOTA**

ALL RCP MEMBERS ARE REQUIRED TO SELL FIVE (5) ADS (any size)

6. Complete your AD ORDER FORMS completely. Please be accurate and legible. You are the Sales Agent.
7. Always be polite and courteous when selling ads in the community. You represent the High School and more importantly, the Royal Crown Players. **Also: Invite them to see the production!**
8. Sell ads to: Local Businesses, Stores, Professionals, & Family
9. RETURN ADS WITH AD COPY (legible), digital files (**jpeg, tiff, png or pdf files only!!!**)- CD/DVD, Flash Drive or email attachment to: rcp@roslynschools.org or CAMERA-READY AD (clean and not folded) with your AD ORDER FORM and PAYMENT.
10. ALL CHECKS ARE TO BE MADE PAYABLE TO: **ROSLYN HS ACTIVITY FUND**

PLEASE RETURN EVERYTHING IN ON TIME!

BE PROFESSIONAL! You represent your club & the school.

DUE DATES:
Who's Whos – October 7th
Ad Sales – October 28th

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