

KIAWAH-SEABROOK EXCHANGE CLUB HANDBOOK

REQUEST TO ADVERTISE (CONTRACT) FORM GUIDE:

Section 1: Contact Information:

This information is used in many ways... Billing... Alphabetical listing... Business... Listing... Contact info for future sales campaigns

A single Bill To Advertiser can have more than one DBA (local Doing Business As) ad.

Local/Physical Information:

Line #1 – Local Business Name (DBA)
Line #2 – Local Address
Line #3 – City, St Zip Code
Line #4 –

Bill To Information:

Bill To - Name
Bill To - Address
Bill To - City, St Zip Code
Bill To – Name of Bill To Contact

Primary Contact – Person who placed the ad
Primary Contact – Telephone number
Primary Contact – Email address

Web site where your customers can find more info –
Telephone # your customers should call –
Email address where your customers should contact you –

Renewal Accounts show: “Your Ad placed in 2016 was a ...” and the amount paid. Check this amount vs. the Ad Rates. If it was discounted, attempt to convince the advertiser to pay full price.

Section 2: Business Listings

This information is from historical records from our database

FILL IN and/or CORRECT the preprinted information

Each DBA ad can have one or more Business listing.

Business Listings categories – Check the Category list. We can add or change categories.

Business Listings -- If more than one, make certain everything is correct for each listing.

Maximum characters and spaces in each line of text is 75.

Line One Text (Name + Advertising message + Tele# customers should call)
(should be same as in Section 1)

Line Two Text (Line two should showcase unique skills or products)

Line Three Text (Promotional - Discount Offer or Deal)

Remember that Full Page ads get a second (free) Business Listing

Section 3: 2017 Ad Size:

Circle Size/Rate and be Sure to indicate whether a ¼ Page Ad is Vertical or Horizontal.

These are the 2017 Rates, but I didn't realize it states 2016 until after I ran all of the accounts. If an advertiser asks whether 2017 rates are the same as 2016, take it as an opportunity to tell them we have not raised rates in several years! If you need a revised version of the form, contact your Sales Captain.

Select one of the Artwork Options – this is crucial for the efficiency of the process.

Section 4: Payment

Enter amounts for each line and TOTAL DUE

Attached: Check (made payable to KS-Exchange Club)

By Mail: Check (Send check to Exchange Member listed below)

If the Advertiser would like an Invoice sent to them or would like to pay with a Credit Card:

Contact Bob Leggett at ks-exchangeclub@outlook.com. PayPal and Square accounts can be used, but we prefer checks to avoid the credit card, PayPal or Square fees.

Date Order Approved:

Advertiser's Signature:

Section 5: Exchange Member Contact Information

Make certain your information is correct before the contract is presented to the advertiser.