

School Calendars

Guide: How to Find Advertisers

Step 1 – contact people connected to the school

Liaise with the school. The school will benefit from the calendar being a success, so ask them for a list of companies that are connected to the school. These could include:

- Cleaners
- Gardeners
- Uniform Suppliers
- Stationery Suppliers
- Builders
- Plumbers
- Tutors
- Sports Coaches
- Bus Companies
- Local Venues/Activity Centres

You can contact these companies or ask the school to contact them. We will create a page on our website outlining the benefits of advertising in your school calendar. We will also create a pdf which you can send to potential advertisers.

The screenshot shows a webpage titled "Advertising in Christ the King College's Calendar". The main heading is "Support Christ the King College Isle of Wight" with the sub-heading "By Advertising Your Business across the Isle of Wight". A central image shows a calendar with an advertisement. Below the main heading, there are three columns of text: "What do I get?", "What next?", and "What we do...".

What do I get?
Your advert on the wall of local homes across the Isle of Wight for a month
Christ the King College will know you supported them
A connection with local parents
You will be seen to support the community.

What next?
Let us know you want to advertise
Choose which month(s) you want to advertise
Send us your advert OR...
Send text & pictures and we'll make it for free.

What we do...
We produce the calendars for free by covering all the costs with advertising. So, the school doesn't pay anything!
For 30 years we have provided charity publications by selling advertising to reduce the costs.

Example Webpage for advertisers

The information pack is titled "Support Christ the King College in a Calendar used by parents every day. Advertise your Business in Newport, Isle of Wight! And been seen by families throughout the school." It includes sections for "Choose Your Month!", "Choose Your Size", and "Contact: Charlotte".

Choose Your Month!
• September 2021 - September 2022
• Months available on a first come first served basis.
• 350 calendars for parents, governors, friends of the school

Choose Your Size
29cm
Adverts Spaces
3 Sizes Available:
Small: £59
Medium: £115
Large: £220
Buy 3 get the 4th Free
All prices exclude VAT
Specifications on the back

Contact: Charlotte
07932 248225 | charlotter@cathcom.org

Main Switchboard
01440 730399 | ads@schoolcalendars.uk
www.schoolcalendars.uk

Your advert on the wall of families throughout the school for £59 for a month
Or £450 for the year

Example Information Pack

Here are some of the ideas that other schools have done:

- Email the school's suppliers to ask if they would support the calendar
- Give you a list of the suppliers so you can follow them up with a phone call.
- Include a link to the webpage on the school website – this is useful if any companies want to check the connection to the school is legitimate.
- Include a link to the webpage at the bottom of all emails that go out from the school – so suppliers see the link
- Send the pdf out to parents asking if any of them have a company or know a company that would benefit from advertising to the parents and would want to support the school.
- Print copies of the pdf off and hand them out to parents.
- Contact companies that usually offer raffle prizes.



Step 2 – contacting people who want to be seen by parents

The companies and people who would benefit most from being seen by all the parents at your school, are likely to be the shops where you shop, the place where you take the children out for the day, and the people who you use for all kinds of services.

You can sit at home and phone lots of local companies that would be interested in advertising in a school calendar – or you could just do what you normally do and when you come into contact with a local shop, company or service ask them if they want to be included.

We'll send you a demonstration calendar so you can show companies what the calendar will look like. We suggest that you have the calendar with you all the time, and when you go out, show it to companies you interact with and ask them if they want to reach new parent and support the school.

The types of people/companies you could try are:

- Hair dressers
- Play Centres
- Party Organisers
- Clothes shops
- Shoe shops
- Uniform Suppliers
- Leisure Centres
- Tutors
- Music Teachers
- Sports Coaches
- Family Restaurants
- Places for a day out
- Toy shops
- Bike shops

Step 3 – contacting local companies

You can contact all local companies by phoning them, emailing them or going to see them. The less contact they have with you and with the school the less likely they are to advertise – but that doesn't mean they won't. They are more likely to be interested if they meet you and see the calendar, slightly less likely if they speak to you on the phone, a lot less likely if you email them. However, it is much quicker to email so you can contact more companies like that.

From our experience it is usually best trying all three options.

Finances

Advert Sizes and Prices:

- ¼ width advert: £59+VAT
- ½ width advert: £115+VAT
- Full width advert: £220+VAT
- Sponsor an edition: £450+VAT (12 x ¼ width advert and “this calendar is sponsored by...” on the front cover)

You would be able to give discounts on the adverts – to encourage people to advertise – or even better to encourage them to take more than one advert.

Threshold

The threshold for the calendars is £750 – so you will need to reach this amount of advertising for the calendar to succeed. This is the equivalent of 13 adverts – however, we often find that a number of companies will go for an offer such as, buy 3 get the 4th one free. You would only need 4 advertisers for this. Alternatively, we've found that sponsoring the calendar has been very popular – this covers over half of the cost of the calendar.

Potential

It is unlikely you will reach the full potential of the calendar in the first year, however, the most a calendar can get is £2,832

Your Commission

You would get 25% commission on any adverts sold. When you reach the threshold of £750 that would be £187.50 and 25% of the full potential would be £708. So, it is likely to be somewhere in between that.

