

It's Worth It

ROCK YOUR SALES TO WIN \$1,000!



Track your yearbook ad sales

Calculate your ad page buy rate percentage in 2009:

$$\frac{\text{\# of ad pages sold in 2009 } \boxed{}}{\text{2009 student enrollment } \boxed{}} = \boxed{} \text{ 2009 buy rate \%}$$

Number to beat in 2010:

$$\begin{array}{r} \text{2010 student enrollment } \boxed{} \\ \times \quad \text{2009 buy rate \% } \boxed{} \\ \hline = \boxed{} \end{array}$$

This is the number to beat to be in the running.

The school with the highest buy rate percentage increase wins.



Check out walsworthyearbooks.com/idea-file for great ideas on how to increase your buy rates!