



Ad Refusal Form

The Eagle Eye news magazine - 2016-2017

Dear community business person or manager,

Thank you again for sharing your time and allowing us to introduce our award-winning publication. We understand that advertising is a competitive market, and that each company faces budget limitations. *The Eagle Eye* reaches an audience of more than 3,100 people in the Parkland/Coral Springs area, including students and parents. Should you change your mind or should your budget change, please consider advertising in our next edition.

Advertising is a component of our grade for the newspaper class at Marjory Stoneman Douglas High School, and our adviser, Melissa Falkowski, monitors our progress.

In order to insure credit for this sales attempt, please evaluate the student on the following criteria:

- Was courteous and appropriate
- Offered me a choice of ad sizes and prices
- Explained the benefits of advertising in the *The Eagle Eye* news magazine

(Manager/Business owner - Please Print)

(Company)

(Date)

(This is in no way any contractual obligation to purchase or order advertising for *The Eagle Eye*. This is for grading purposes only.)

Our adviser may call you to confirm this sales attempt by the student. Thank you so much for supporting our students as they learn the business component of journalism.

Please direct any questions or concerns to:
Melissa Falkowski
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754-322-2210