You are responsible for selling advertisements, typing the ads into the computer and sending e-Bill’s to each business for their advertisement. Follow the directions in the order listed below.

1. Remain in your business until after the Pledge of Allegiance to help with business start-up. Your business needs everyone’s help before it opens.

2. Participate in the Planning Meeting with your volunteer facilitator, CEO and other BizNet News employees to discuss today’s online news layout and plan your work.

3. During start-up time, become familiar with your job. Review the BizNet News Ad Paper Checklist and on your computer review the Create and Edit Advertisements. Read the header.

4. Following the Pledge of Allegiance, take your BizNet News Ad Checklist with you as you:
   a. Go to each listed business and ask to speak to the CEO.
   b. Ask for the BizNet News advertisement only.
   c. Mark an “X” in the “Ad Received” column on the BizNet News Ad Checklist.
   d. Continue to visit businesses asking for advertisements until all advertisements have been collected.

5. Type the Ads into the computer. Go to the Create and Edit Advertisement icon. Click on Create New Advertisement at the bottom of the page on the right hand side. Follow steps 1-7.
   a. For step 2, your layout can be wide or tall. These can be edited as needed throughout the day to fit into the paper.
   b. For step 3, you must “Pick an Image”. Use the drop down arrow and select “General Graphics”. Choose an image and click on Choose Media.
   c. For step 4, you must select a logo. Click on the drop down arrow and choose a logo – “The Gazette” would make the most sense to use. Click on Choose Media.
   d. For steps 5 & 6, type the headline and description. Choose your font size.
   e. For step 7, “Written by” – include your name.
   f. Click on Save.
   g. Use your Checklist to check off that you have typed that Ad.
6. After all the ads have been entered, or at some point in the day, you will need to e-Bill the businesses for their Advertisement. To do this click on Billing on the left hand side of your computer.

   a. Click on CREATE NEW BILL in the lower right hand corner.
   
   b. From the drop down box under “Business Name”, select the business you will bill. All businesses, except for yours, will need to be billed.
   
   c. From the dropdown box for “Reason”, select “Advertising-Newspaper.”
   
   d. For the Amount Due, type in $6.00. All businesses will be the same amount.
   
   e. From the dropdown box “Message” select “BizNet News Advertisement.”
   
   f. Click on Next in the lower right hand corner.
   
   g. You will see the e-Bill on your screen, if it looks correct, click on Send e-Bill. Repeat this for all businesses and be sure to use your checklist to help keep track of the businesses you have billed.

7. Assist with business clean-up at the end of the day.
Business Name ___________________________ (Example: Planet Earth)

BizNet news at JA BizTown will consist of articles, ads, and pictures. Each business is responsible for determining the text and headline for their business advertisement. On the day of the visit, the BizNet News staff will collect this advertisement from your business and type the information into a website created for your school.

1. In the space below, write business name: (Example: American Green)

2. In the space below, write an Ad Title – catchy slogan for your business (limited to 35 characters) for your business advertisement.
   (Example: Where Green is Keen)

3. In the space below, write the Ad Body – main content of the advertisement (limited to 150 characters) for your business. Be creative!
   (Example: Come to American Green! We sell cool products with earth friendly Appeal! Green is Keen!)