

szint: középfeladó szinttől



A feladat megoldása előtt hallgasd meg a *Jason Sadler sells T-shirt ad space for \$90K* című audiót a weboldalon majd válaszolj angolul a kérdésekre!



Jason Sadler sells T-shirt ad space for \$90K

1. How does Jason Saddler make his living?

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2. Why did he decide to earn money this way?

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3. How much does he earn a year?

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4. How much does he charge for his services?

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5. What are his future plans?

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Discuss the following questions!

1. What do you think of Jason's idea? Is it unique or boring?
2. What kind of companies do you think chose this way of advertising?
3. Would you hire him? What would you put on his T-shirt?
4. Why do you think this way of advertising is effective?
5. How many people can see the ads?



What is he advertising in these pictures?



Jason Sadler sells T-shirt ad space for \$90K

A T-SHIRT a day has kept unemployment at bay for an American man who is making about \$90,000 a year by selling advertising space on his torso.

Jason Sadler, 26, a former marketing professional from Florida, founded his own company, www.iwearyourshirt.com, in 2008 with the idea to wear a T-shirt supplied by any company and then use social media tools to promote the firm.

For his human billboard service, Mr Sadler charges the "face value" of the day so January 1 costs \$1, while December 31 costs \$365. Mr Sadler said this may not sound like a lot but it adds up to \$66,795 a year if he sells out every day, which he did this year. He also sells monthly sponsorships for \$1500, adding another \$18,000 to his income.

"I walk around, take photos, wear the shirt all day," he told Reuters. "I blog about those photos, I put 'em up on Twitter, I change my Facebook profile ... and then I do a Youtube video. I made about \$83,000 this year."

The average US wage is about \$615 a week or about \$32,000 a year, according to the US Bureau of Labor Statistics. Mr Sadler has already begun filling his 2010 calendar so, in true entrepreneurial fashion, he is expanding services by hiring another individual to wear a shirt a day on the west coast of the United States - and is doubling his price.

source: www.couriermail.com.au

GLOSSARY

plastered	odatapasztva, rátéve
unemployment	munkanélküliség
to keep at bay	sakkban tart, védekezésre kényszerít
torso	felsőtest
to be supplied by ...	ellátva lenni vmivel vki által
to promote	reklámoz, promotál
billboard	hirdetőtábla
wage	bér
to fill the calendar	megtölti a naptárját
entrepreneurial	vállalkozó szellemű
to hire somebody	felvesz vkit (munkára), alkalmaz (adott munkára)
individual	egyén