

Naperville Central High School Bands 2011-2012 Program Book Advertising

Full Page Ad – \$100.00

Half Page Ad – \$50.00

Quarter Page Ad – \$25.00

NCHS band students are selling advertising space in our Program Book (which will be distributed at the NCHS Marching Classic in the fall, and at all concerts throughout the year). This is a great opportunity for advertisers to reach thousands of potential customers each year for a very reasonable price!

For each ad sold, 50 percent of the ad price will be credited to the selling student's band account.

Sales Rules and Guidelines for Students:

- Students are encouraged and expected to contact local businesses in person.
- Be polite and courteous.
- Please ask potential customers if they are already working with a band student, or if they previously worked with a band student, before attempting to make a sale. **The student making the initial contact and ad sale (and his/her siblings, if they are also band students) are entitled to renew the customer's ad and receive credit for the ad throughout their tenure as band students at NCHS.** (This is done in part because local businesses are solicited by so many different groups and often become agitated by repeated solicitations. By allowing one family to retain the right to the customer's ad during their tenure at NCHS, the customer will not be solicited by several students for the same purpose).
- Students who have previously sold a band ad have until **August 15, 2011** to renew their ad. (Submit renewed ad with payment to Lori Tucker). After that date, the ad will become available for solicitation by other band students. Ads that were given to the NCHS Band Program are not available for solicitation.
- To determine whether an ad from the prior year's ad book is available for solicitation, please contact BBA Program Book Coordinator **Lori Tucker** at lori@inil.com, after August 15, 2011.
- To ensure your ad's placement in the program book for the Marching Classic, all ads and payments must be received no later than **Friday, September 2, 2011**.
- Ad sales will continue until **October 28, 2011** to allow curricular band students a chance to sell ad space for the concert programs.
- Additional ad sales extensions (if any) will be posted at www.nchsbands.info.

Naperville Central High School Bands 2011-2012 Program Book Advertising

Guidelines for Program Ads:

- Ad information may be indicated on this form, a separate hard copy, or sent electronically. Electronic files should include size and name of student representative. This form and payment should be turned in/mailed promptly.
- Please include any logos and/or original photographs to be scanned. *Do not send hard copies of electronic photos, half-tones, or photographs printed on paper*—these are not suitable for scanning.
- Email electronic photos, logos and/or ads to lori@inil.com. In the subject line of the email type AD FOR (company name). **Electronic files are accepted in EPS, AI, JPG, or PDF formats.**
- PLEASE direct any questions to Lori Tucker via email at lori@inil.com.
- Ads will be set up by our artist and will appear in our marching competition program, five concert programs (for a total of nine concerts), the Spirits Winter Guard Competition, and other possible future events throughout the 2011-2012 school year.
- Please make checks payable to: **Naperville Central Band Booster Association**. We are a 501(c)3 charitable organization.
- To ensure your ad's placement in the program book for the Marching Classic, *ads and payment must be received by September 2, 2011. Curricular concert book deadline is October 28, 2011.*
- All ads are subject to approval.

Name: _____

Business Name: _____

Address: _____

Phone: (_____) _____ Email: _____

Ad size: full (\$100) half (\$50) quarter (\$25) Amount enclosed: \$ _____

Format of Ad: (electronic, hard copy) _____

REPEAT LAST YEAR'S AD: YES NO

Changes to last year: _____

Student Representative: _____

Student Rep's Email: _____

Turn this form and payment in to your student representative or mail to:

Naperville Central High School Bands
Attn: Band Ads
440 West Aurora Avenue
Naperville, IL 60540-6298

HALF PAGE AD

4-3/4" x 3-11/16"

FULL PAGE AD

4-3/4" x 7-3/4"

**QUARTER
PAGE
AD**

2-3/16" x 3-11/16"

**QUARTER
PAGE
AD**

2-3/16" x 3-11/16"