



Ad Instruction Sheet

For Program Book Ad for the Norwalk High School
Cavalcade of Bands

1. **Quota & Deadline:** Each band and guard family is expected to sell a minimum of \$275.00 in ads, per student. Make checks payable to "Marching Bears, Inc." **The deadline for submitting ads is September 7, 2007.** This date is non-negotiable and necessary for us to lay out and prepare the ads for our printer so that we can receive a substantial discount on printing costs. **NOTE: Ads submitted by one student cannot be assigned to another student.** Each family **MUST** submit the ad "artwork" and Ad Order form(s) with the student name **CLEARLY** printed on the form to ensure proper credit toward the \$275 (per student) objective.
2. **SUBMITTING ADS:**
 - **IMPORTANT** – Submit as many ads as possible USING THE ENCLOSED AD TEMPLATE TO CORRECTLY SIZE EACH OF YOUR ADS! Note the ad dimensions; if we have to re-size your ad (shrink or enlarge it), the print quality and readability is likely to be poor.
 - **Do NOT staple or tape the ad or business card to the ad form; it leaves a mark on the ad** that will show in the final printing. When the ad is a business card, **get a CLEAN copy of the card.** Bent, smudged, crossed-out, stapled, taped, or written-on cards do not print well.
 - **PERSONAL ADS:** If you are submitting a personal, hand-lettered ad, **use BLACK INK ONLY.** Our program book is printed in black and white. Blue ink, pencil and ads printed in color do not print dark enough. Please do not write outside of the ad template box edges. **We cannot type and print out an ad for you except for Patron and Honon Patron single line ads.**
3. **Collection of ads:** Turn in ads to program book chairs, Mike & Alicia Chuba, at the July & August General Parents' meetings. Ads will also be collected at every evening band camp practice and all evening practices until the ad deadline date. **NOTE: DO NOT WAIT TO TURN IN YOUR ADS! We need the revenue NOW and our volunteers who track ads and layout the program book can do their work better if they receive materials early.** It is best to submit your ads in a large (9 x 12) envelope so nothing is lost and so that ad copy does not get creased.
4. **Ad order forms: PRINT YOUR NAME right now** at the bottom of each blank order form. So you receive proper credit for your sales. Order forms are to be filled out separately and completely for each ad. Please make extra copies of the ad form!
5. **Letter of Introduction:** You may use the enclosed "Dear Friend" letter to introduce the band program and help solicit your ad. **TIP: Use a prior years book to show potential advertisers the finished product.**
6. **Cavalcade Flyer:** Ask businesses who place an ad to display our Cavalcade Flyer (enclosed) in the window. Explain that doing so alerts other students that an ad has already been purchased by that business.
7. **Personal Ads:** Please support your child and the Marching Band by placing a personal family ad. Have fun and let your imagination take over. Check prior books for samples. **ALL of our students enjoy seeing their own personal ad.**
8. **Special Location Ads:** Please contact the Program Book chairs for approval of special location ads (back cover, inside covers, etc.) These are limited and available **ONLY on a first-come, first-served basis.** For assistance, call Mike or Alicia Chuba at 849-9303 or email mike.chuba@gartner.com or aldefchu@aol.com