

# NORWALK HIGH SCHOOL SPRING MUSICAL



February 2019

Dear Parents and Members of the Cast, Tech, Orchestra and Crew of *Shrek*,

As many of you know, our spring musical is a strictly extracurricular activity; no funding is provided by Norwalk High School or the City of Norwalk. To help offset the cost of the spring musical, each student participating is expected to raise \$220. The costs associated with running a musical are huge (over \$50,000). This fundraising helps us pay for a small portion of the items that are needed for the spring musical (sets, materials, backdrops, costumes, music, lights, staff, sound equipment, etc.).

There are many ways to raise your \$220 so you don't have to pay anything out of pocket.

1. Sell \$220 in advertisements for the program book
2. Sell less than \$200 in ads and pay the balance in cash/check
3. Sell raffle tickets (tickets are \$5 each, 50% of each ticket sold is applied to the student)
4. Other fundraisers, such as popcorn sales, etc. will be made available
5. Sell any combination of ads, raffle tickets, or other fundraisers totaling \$220
6. If you choose to do so, you can always pay \$220 by check or in cash

Mr. Rivera will discuss submission dates for other fundraisers as soon as we get that information.

Enclosed in this packet are 5 ad order forms along with instructions and sizing charts. All ads and money are due no later than March 22<sup>nd</sup> to allow time for the book to be processed and printed. If you need additional order forms please feel free to make copies for yourself. **Please note: All checks should be made out to Marching Bears Inc.**

Students can hand in their ads to Mr. Rivera, or they can be mailed to the address at the top of the ad form.

Sincerely,  
Chris Rivera

# AD INSTRUCTION SHEET

## AD SALES AND DEADLINE

- **The deadline for submitting ads is March 22, 2019 – NO ADS WILL BE ACCEPTED AFTER THIS DATE.** This allows us to prepare and lay out the ads for our printer so that we can receive a substantial discount on printing costs.
- **IMPORTANT: Please submit ALL ads (business and personal) electronically, via email, whenever possible!!** All ads **MUST** be submitted with the ad copy, payment, and an ad order form with the student's name CLEARLY printed on the form to ensure proper credit to the student's assessment.
- All ads will be printed in black and white except the special location ads.
- **Make checks payable to "Marching Bears Inc".**

## Special Ad Types

- **Special Location Ads:** Please contact the ad procurement chair for approval of special location ads (back cover and inside covers). These are limited and available on a **FIRST COME FIRST SERVED BASIS**.
- **Personal Ads:** Please support your child and the band programs by placing a personal family ad. Have fun and let your imagination take over. Check prior program books for examples. **All of our students enjoy seeing their own personal ads.**

## Ad Order Forms

- **PRINT YOUR STUDENT'S NAME** on the line provided on each blank order form before providing it to businesses, friends and family members. The student's name is required to receive proper credit against your assessment.
- **One order form is required for each ad.** Multiple ads submitted on one ad form will be returned to be resubmitted one ad per form.

## Ad Sizing and Formatting

- **IMPORTANT – USE THE ENCLOSED "AD SIZER" TEMPLATE TO CORRECTLY SIZE EACH OF YOUR ADS!**
- Note the ad dimensions! For example, a full page ad is 7" x 9" not 8.5" x 11". We cannot resize your ad. Ads will appear in the ad book as submitted. For example, if you submit a business card for a full page ad, the business card will be printed *at the original size* on a full page with the business card centered in the middle.
- **Personal Ads: Please submit your personal ad electronically if possible!** Hard copy ads will print the way they are received, for example, if the ad is hand-written on the ad sizer both the ad sizer and written words will appear in the book as your ad. We cannot retype your ads for you. Colored ink, pencil and ads printed on a colored background will not print dark enough. Please print ads on WHITE background only. We will only type and print out Patron and Honor Patron single line ads.

## Submitting Ads

- Submit ads, payments and required forms to the Ad Chairperson at the addresses (email / mail) at the top of the ad form. Ads will be collected until the ad deadline date.
- **Please submit ALL ads (business and personal) via e-mail if possible!! Be sure to submit ads in the EXACT AD SIZE and in PDF format.** When emailing ads, *please send PDF files only*, DO NOT send Word documents. If you are not using the same version of Word that we are using, the fonts will change. **Ad Order forms still must be submitted even if the ad is e-mailed.** If ads are submitted via email, please note the name of the pdf attachment on the ad form.
- If submitting hard-copy ads, please submit your ads in a large SEALED (9 x 12) envelope; this reduces the chance of creases and possible loss. **Do NOT staple or tape the ad or business card to the ad form.** The ad may tear and will leave a mark that will show in the final printing. If 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.
- Please note that ads will not be credited or included in the program book until the ad, ad form and payment are received!
- **PLEASE DO NOT WAIT UNTIL THE DEADLINE TO TURN IN YOUR ADS.** Our volunteers who track ads and lay out the program book can do their work better if they receive the materials early.