

December 2016



## NORWALK HIGH SCHOOL PERCUSSION AND COLOR GUARD WINTER 2017 PROGRAM BOOK

Dear Guard and Percussion Members, Parents and Guardians,

This year we will once again be producing a program book which will be sold at our winter home show on Saturday, March 11<sup>th</sup>. As in the past, we are offering the opportunity for you to defray your out of pocket expenses for participation in our winter programs by selling advertising that will appear in the program book. This year 100% of every ad sold will reduce your assessment for the winter programs. Feel free to make as many copies of the attached ad form and ad sizer as you need!

The assessment amount for the 2017 winter season will be announced at the mandatory meeting for each program.

Please make every effort to submit your ad copy electronically via email. Mail and email addresses for the ad, form and payment can be found on the ad form. PLEASE turn in you ads as you receive them as it makes it considerably easier for those who design and assemble the book. **All ads and money are due no later than February 10, 2017.**

If you have any questions, please e-mail Carol Freding at [cfreding@vlfunds.com](mailto:cfreding@vlfunds.com)

Sincerely,  
Carol Freding  
Chair – Ad Procurement



# NORWALK HIGH SCHOOL PERCUSSION AND COLOR GUARD WINTER 2017 PROGRAM BOOK

## AD INSTRUCTION SHEET

### AD SALES AND DEADLINE

- 100% of each ad sold will reduce your assessment, the amount of which will be announced at the mandatory parent meeting for each program.
- **The deadline for submitting ads is February 10, 2017 – 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.

**NORWALK HIGH SCHOOL PERCUSSION & GUARD WINTER SHOW  
2017 AD ORDER FORM – DEADLINE FOR AD SUBMISSION IS FEBRUARY 10, 2017**



*Marching Bears, Inc. is a NON-Profit Organization (501C 3)  
dedicated to the support of the Norwalk High School Band Programs.*

*Additional copies of this ad form can be downloaded from the  
NHS Band web site: [www.nhsband.com](http://www.nhsband.com)*

**Submit Advertisements To:**  
 Marching Bears, Inc.  
 c/o Carol Freding  
 40 East Avenue  
 Norwalk, CT 06851  
 Email: [cfreding@vlfunds.com](mailto:cfreding@vlfunds.com)

**INSTRUCTIONS**

1. **IMPORTANT!! PLEASE SUBMIT YOUR AD COPY VIA EMAIL** to the email address above, including personal ads. Please send PDF files only, and include the name of the student that sold the ad. Please note: an ad order form must still be submitted if the ad is emailed. Be sure to include the name of the ad file on the line provided below.
2. **Please use the enclosed "AD SIZER" template to correctly size each of your ads!**  
 Please submit the ad in the **EXACT SIZE** as you would like it to appear. Please note the ad sizes! For example, a full page ad is 7"x 9" not 8.5" x 11". Ad copy / size will not be adjusted.
3. **If providing hard-copy ads, do not staple or tape the ad or business card to the ad form** as this can affect print quality. Please provide ads using **BLACK ink** on a **WHITE** background. Please note that we will only type and print out Patron and Honor Patron single line ads, other personal ads will be published as submitted. Hard copies should be placed in a 9" x 12" or larger envelope with a check and this form attached by paper clip.
4. **Please note: ads will not be credited or included in the program book until payment is received!**

**THANK YOU FOR YOUR AD!**

(ALL ad sizes can be "Business" or "Personal")

Date: \_\_\_\_\_

Name of Student (must be filled in): \_\_\_\_\_

Name of Business or Advertiser: \_\_\_\_\_

Address of Advertiser: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Phone # / E-Mail Address: \_\_\_\_\_

Name of PDF File (for emailed ads): \_\_\_\_\_

**SPECIAL LOCATION ADS (full page only) are available on a "first come – first served" basis.  
Please e-mail the Ad Chairperson for availability.**

**Make checks payable to "Marching Bears, Inc."**

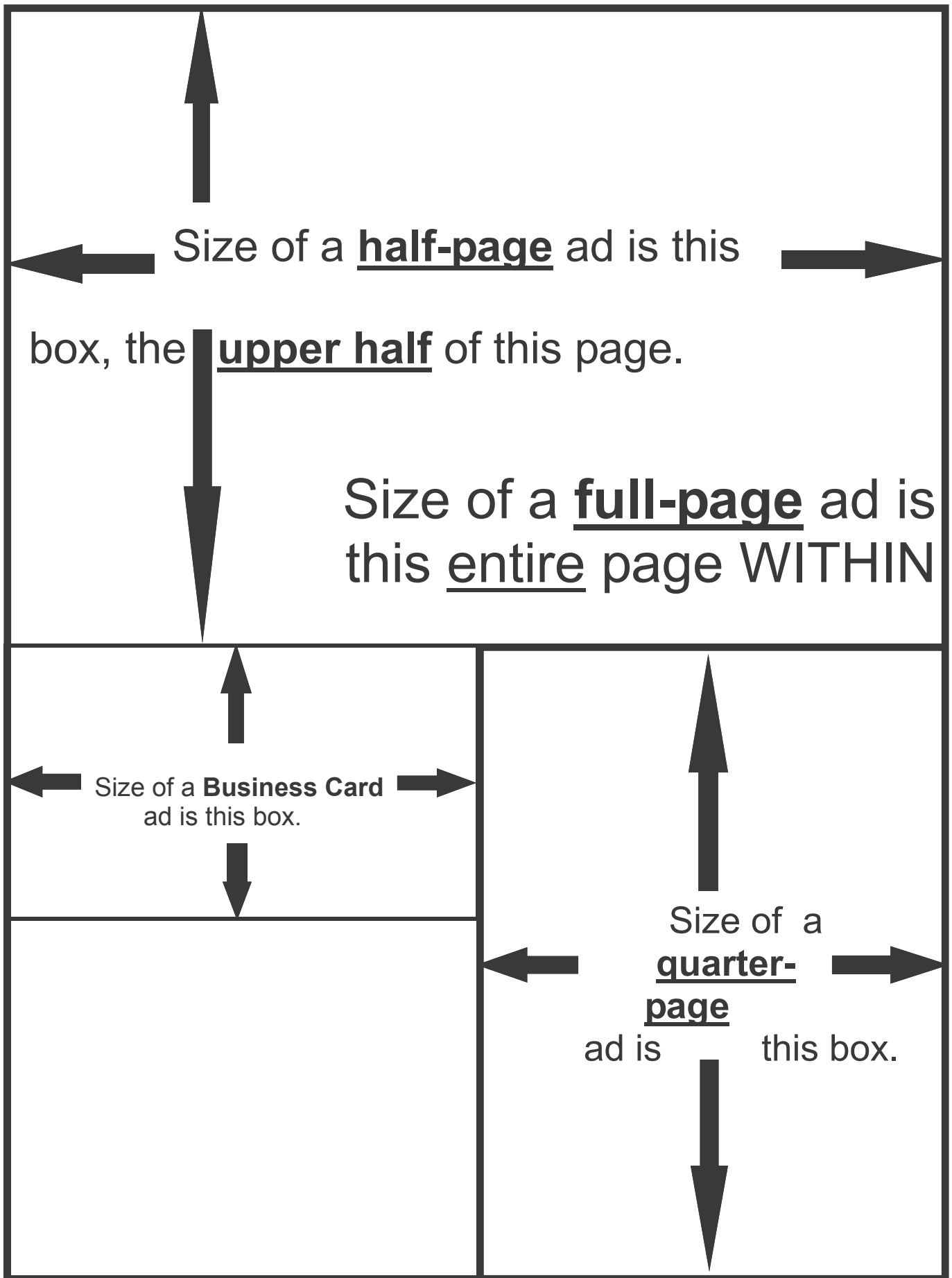
One ad per ad form, PLEASE! All Ads will be printed in black and white.

Full page (7" wide x 9" high)	<b>\$ 170.00</b>	<input type="checkbox"/> check <input type="checkbox"/> cash
Half page (7" wide x 4" high)	<b>\$ 85.00</b>	<input type="checkbox"/> check <input type="checkbox"/> cash
Quarter page (3" wide x 4" high)	<b>\$ 45.00</b>	<input type="checkbox"/> check <input type="checkbox"/> cash
Business card (3" wide x 2" high)	<b>\$ 25.00</b>	<input type="checkbox"/> check <input type="checkbox"/> cash
Honor patron (Single line of type)	<b>\$ 20.00</b>	<input type="checkbox"/> check <input type="checkbox"/> cash
Patron (Name only!)	<b>\$ 15.00</b>	<input type="checkbox"/> check <input type="checkbox"/> cash
DONATION (please enter amount):	\$ <input style="width: 100px;" type="text"/>	<input type="checkbox"/> check <input type="checkbox"/> cash

Signature of advertiser: \_\_\_\_\_

**The deadline for ad submission is February 10, 2017  
Please email your ad and send your payment and ad form IMMEDIATELY to the address above!**

*Advertisers: Please use this AD SIZER to correctly size your ads.*



Size of a half-page ad is this

box, the upper half of this page.

Size of a full-page ad is this entire page WITHIN

Size of a **Business Card** ad is this box.

Size of a quarter-page

ad is this box.