

DO NOT STAPLE OR TAPE AD TO THIS FORM. PLEASE USE A PAPER CLIP!
 ONE AD FORM, ONE CHECK (OR CASH) AND AD COPY PER PAPER CLIP, PLEASE!



*A NON-Profit
 Organization
 (501C 3)
 This ad form can be downloaded from the
 NHS Band web site (www.nhsband.com)*

Mail To:
 MBI c/o Donna Evans
 40 Noah's Lane
 Norwalk, CT 06851
 e-mail devans@wiltonre.com

2012 AD ORDER FORM
2012 NORWALK HIGH SCHOOL WINTER GUARD AND PERCUSSION SHOW – MARCH 17, 2012

Please submit the ad in the **EXACT SIZE** as you would like it to appear. **Ad copy will NOT be adjusted!**
USE THE "AD SIZER" FOR DIMENSIONS. For instance, a full-page ad is 7" x 9", not 8" x 11".
It is preferred that you submit Ads via E-mail. (EXACT AD SIZE in PDF format is ideal) BUT they will not be credited or included in the program book until payment is received!
 Otherwise you can print ads using BLACK or COLOR ink on a WHITE background. (Please note - Color ads cost more.) Hard copies should be placed in a 9" x 12" or larger envelope with check and this form attached by paper clip. (Loose ads, checks and ad forms have a greater chance of being lost)

THANK YOU FOR YOUR AD!

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

Date: _____

Name of Business or Advertiser: _____

Address of Advertiser: _____

City, State, Zip Code: _____

Phone: E-Mail Address: _____

Make checks payable to "Marching Bears, Inc."

SPECIAL LOCATION ADS (Full page only) Please e-mail Ad chair for availability
Special Location Ads – Available on a "first come – first served" basis!

One ad per ad form, PLEASE!

	Black and White	Color		
Full page (7" wide x 9" high)	\$ 75.00	\$ 200.00	<input type="checkbox"/> check	<input type="checkbox"/> cash
Half page (7" wide x 4" high)	\$ 45.00	\$100.00	<input type="checkbox"/> check	<input type="checkbox"/> cash
Quarter page (3" wide x 4" high)	\$ 30.00	\$ N/A	<input type="checkbox"/> check	<input type="checkbox"/> cash
Business card (3" wide x 2" high)	\$ 15.00	\$ N/A	<input type="checkbox"/> check	<input type="checkbox"/> cash
Honor patron (Single line of type)	\$ 10.00	N/A	<input type="checkbox"/> check	<input type="checkbox"/> cash
Patron (Name only!)	\$ 5.00	N/A	<input type="checkbox"/> check	<input type="checkbox"/> cash
DONATION please enter Amount:	\$		<input type="checkbox"/> check	<input type="checkbox"/> cash

Signature of advertiser: _____

NAME OF BAND STUDENT (Must be Filled In): _____

PLEASE PRINT

ATTENTION:
Please send your check/cash AND ad form with ad copy IMMEDIATELY to the address above!
(but no later than February 24th 2012)



Ad Instruction Sheet

For Program Book Ad Norwalk Home Show

- Quota & Deadline:** Each band and guard family is expected to sell a minimum of \$200.00 in ads, per student. Make checks payable to "Marching Bears, Inc." **The deadline for submitting ads is February 24, 2012.** This date is non-negotiable. Time is needed for us to prepare and lay out 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 copy and Ad Order form with the student's name **CLEARLY** printed on the form to ensure proper credit toward the \$200 (per student) objective.
- Submitting Ads:**
 - **IMPORTANT** – Submit as many ads as possible **USING THE TEMPLATE AD SIZER TO CORRECTLY SIZE EACH OF YOUR ADS!** Note the ad dimensions! We cannot resize your ads!
 - **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 will not print well.
 - **PERSONAL ADS:** Please do not write outside of the ad template box edges. Please be aware: Colored ink, pencil and ad's printed on a colored background will not print dark enough. Please print ad on **WHITE** background only. **We will only type and print out Patron and Honor Patron single line ads.**
- Collection of ads:** Turn in ads to Donna Evans (Percussion) or Kathy Papp (Guard). Ads will be collected at every practice until the ad deadline date. **NOTE: DO NOT WAIT TO TURN IN YOUR ADS! Our volunteers who track ads and layout the program book can do their work better if they receive materials early.** Ads submitted electronically should be exact size preferably in PDF format, but they will not be credited or included in the program book until full payment is received! If turning in printed ads- it is best to submit them in a large **SEALED (9 x 12)** envelope along with payment. This reduces the chance of creases and ensures proper credit.
- Ad order forms:** **PRINT YOUR STUDENTS NAME** at the bottom of each blank order form and make plenty of copies. One order form is required for each ad. The students name is required to receive proper credit.
- Letter of Introduction:** You may use the enclosed "Dear Friend" letter to introduce the band program and help solicit your ad. **TIP: You can use a prior year's book to show potential advertisers the finished product.**
- 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.**
- Special Location Ads:** (Inside cover, back page etc..) Ads are limited and therefore priced at a premium. They are available on a **FIRST COME- FIRST SERVE BASIS** For assistance contact Donna Evans at (203) 246-7494 or email devans@wiltonre.com



Winter Guard and Percussion Program Books

Dear Guard and Percussion Members, Parents and Guardians,

The purpose of this fundraiser is to allow you to reduce your out of pocket expenses for participation in the Winter Guard and Percussion Programs. Each student is obligated to raise \$200.00 in ads or donations for our program book that is sold at our home show on March 17, 2012.

If you are unable to sell \$200.00 in ads or choose to sell less, you will receive a statement for the remaining balance and will be responsible for payment. However, if you sell more than the required amount- you will receive FULL CREDIT toward your assessment for any amount over \$200.00. For example, if you sell \$300 in ads, the \$100 overage will be deducted from your overall assessment.

Donna Evans will collect ads and money for Winter Percussion while Kathy Papp will collect ads for the Winter Guard. PLEASE turn in your ads as you receive them as it makes it considerably easier for those who put the book together. All ads and money are due no later than February 24th.

If you have any questions, please e-mail Donna Evans at devans@wiltonre.com

Sincerely,
Donna Evans
Chair(s) – Ad Procurement –



Winter Guard and Percussion Home Show

Dear Friend,

The Norwalk High School Marching Band is preparing to host our annual Winter Guard and Percussion Home Show which will be held at Norwalk High School on March 17, 2012. Our official program book is being put together and we hope you will consider the purchase of advertising space on this historic occasion.

Previous years competitions were very successful and we have every expectation that the 2012 Home Show will be the same. We have invited top guard and percussion units from Fairfield County, as well as from elsewhere in Connecticut, New York and New Jersey. Your advertisement has the potential to reach a sizable local audience. Our hope is that you will join us in supporting the Norwalk High School Marching Band.

Because our program book is interlaced with both business ads and family ads, our audience examines each page of the program book, including the page with the ad we hope you will place. Your ad, of any size, reaches current and potential customers for mere pennies per person. In addition, we encourage our band families to rely on the program book advertisers to find restaurants, repair and construction services, specialty stores, and other needed services.

We are soliciting ad placements in preparation for the production of the program book in March. We hope you will support this outstanding group of students by giving your advertisement and check to our Marching Bear representative. Please make checks payable to: Marching Bears, Inc., our non-profit 501(C) 3 organization.

Thank you for your continued support.

Sincerely,
Donna Evans
Chair(s) – Ad Procurement –
devans@wiltonre.com