



AD INSTRUCTION SHEET

1. Quota & Deadline: The cost of printing and producing the ad books has risen substantially over the years. There will no longer be color ads since it is too costly to print them. 100% of each ad sold after the initial \$100 will be credited to the student's account. Each student is required to sell \$100 in ads. Make checks payable to "Marching Eagle Parents Association" **The deadline for submitting ads is February 12th 2025 – NO ADS WILL BE ACCEPTED AFTER THIS DATE.** This date is non-negotiable. Time is needed for us to prepare and lay out the ads for our printer. 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 towards the students account.

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! We will not re-size your ad. The ad will appear in the ad book as submitted. For example - if you submit a business card for a full page ad – the ad will print as a full page with the business card centered in the middle of the page.
- **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:** The ad will print the way it is received. If the ad is written on the ad size – the ad sizer and written words will appear in the book as your ad. We cannot retype your ads for you. Please be aware: Colored ink, pencil and ad's printed on a colored background will not print dark enough. Please print ad on 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.

3. Collection of ads: Turn in ads to Mr. Broadbent. Ads will be collected during class and at rehearsals. **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. It is best to submit your ads in a large **SEALED (9 x 12)** envelope. This reduces the chance of creases and possible loss.

4. 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. Multiple ads submitted on one ad form will be returned to be resubmitted one ad per form. The students name is required to receive proper credit.

5. Letter of Introduction: You may use the enclosed "Dear Friend" letter to introduce the band/guard program and help solicit your ad. **TIP:** You can use a prior year's book to show potential advertisers the finished product.

6. Personal Ads: Please support your child and the Winter Guard 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.