



Ad Instruction Sheet For Program Book Ads for the Brookfield High School Flags in Flight

1. **Goal and Deadline:** Each family is REQUESTED to sell a minimum of \$150.00 in ads, per student. Make checks payable to “**Bobcat Pit Crew.**” **The deadline for submitting ads is January 21, 2012.** This date is non-negotiable and necessary for us to lay out and prepare the ads for our printer so we can receive a substantial discount from the printer. **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’s name **CLEARLY** printed on the form, to ensure proper credit toward the \$150 (per student) goal!
2. **Submitting Ads:**
 - ▶ **IMPORTANT** – Submit a copy of the ad **USING THE ENCLOSED AD TEMPLATE TO CORRECTLY SIZE EACH OF YOUR ADS!** Note the ad size dimensions on the Ad Order Form. If we have to re-size your ad (shrink or enlarge it), the print quality and readability of the ad is likely to be poor.
 - ▶ **Do NOT staple or tape the ad or the business card to the ad form; it leaves a mark on the ad** that will show when it is printed in the program book. When the ad is a business card, **get a CLEAN COPY of the business card.** Bent, smudged, crossed-out, stapled, taped, or written-on cards do not print well in the program book.
 - ▶ **PERSONAL ADS:** If you are submitting a personal, hand lettered ad, **use BLACK INK**, not blue ink, pencil, or color. Our program book is printed in black and white. Blue ink, pencil, and ads in color do not print dark enough. Please do not write outside of the ad template box edge(s). **We cannot type and print out an ad for you.**
3. **PHOTOS:** The printing process is more complex than simple Xeroxing. Special attention and extra work are involved in processing photographs. **ORIGINAL PHOTOS PRINTED ON PHOTO PAPER ARE REQUIRED.** THERE IS NO GUARANTEE THAT THESE CAN BE RETURNED; PLEASE RETAIN A DUPLICATE SET OF ORIGINALS FOR YOUR OWN USE.
4. **Collection of ads:** Turn in ads to the program book chair, Amy Plante, as soon as possible. Ads will also be collected at every evening band practice and until the ad deadline date. **NOTE:** It is best to submit your ads **in a large (9 x 12) envelope** so no business cards or checks get lost or mixed up, and ads don’t get folded or creased.
5. **Ad Order Form:** **Print your student’s name right now** at the bottom of **each** blank order form so you receive proper credit for selling the ad. **Order forms are to be filled out completely for each and every ad.** Please make **EXTRA** copies of the ad form! Forms can be downloaded from our website.
6. **Letter of Introduction:** Please use the enclosed “Dear Friend” letter with each person when asking them to take an ad in our program. Use it as your explanation of what you are asking the advertiser to do.
7. **Flags in Flight Flyer:** Ask businesses who agree to place an ad in our program if they please would display our (enclosed) flyer for our Flags in Flight at their place of business, for instance, in their front window or other suitable display space. Explain to the businessperson that displaying our Flags in Flight flyer alerts other Brookfield Band and Guard students that an ad has already been purchased by that business.
8. **Personal Ads:** If you would like to support your child and the Band & Guard by placing a personal family ad, it’s easy. Let your imagination take over!
9. **Special Location Ads:** Please contact Amy Plante for approval for these ads (back of book, inside covers, etc.) There are limited pages available, **ONLY on a first come-first serve basis for full page ads only!** If you need help, call Amy Plante @ 203-775-8085 or email her at: ajplante1@earthlink.net