

## Advertising Simplified?

1. Renew your ads from last year.
  - a. Signed contract
  - b. Payment
  - c. New ad copy if required
  
2. Request available ads from last year's program.
  - a. Email [SarahOberlin@aol.com](mailto:SarahOberlin@aol.com)
  - b. Contact advertiser AFTER getting the OK
  - c. Signed contract/payment/new ad copy
  
3. Request new advertisers (never before in program).
  - a. Email Sarah Oberlin
  - b. Contact advertiser AFTER getting the OK
  - c. Signed contract/payment/new ad copy
  
4. Submit all advertising contracts with payment, camera-ready copy, and hard copy NO LATER THAN October 1, 2009.
  - a. Box on my front porch at 2145 Waltham Road.
  - b. Incomplete submissions will not be processed
  
5. Please remember:
  - a. Honor the work of others – no stealing!
  - b. Cheaters never prosper!
  - c. Blood is thicker than water!
  - d. Be respectful and professional with advertisers, you represent your school and the face of the hockey program.
    - i. Don't put advertisers in the middle of conflict.
    - ii. Deliver thank you notes with a copy of the program when it is complete.

## UAHS Ice Hockey Program Information 2009-10

Following is a summary of various aspects of the Ice Hockey program.

- 100% of every ad sold will be directly applied to the players' fee.
- Programs will be sold at every home JV and Varsity game.
- The "Contract" form needs to be fully completed and signed by the advertiser. Give the advertiser a copy for their records
- All paperwork is **due** to **Sarah Oberlin** by **October 1st**, 2145 Waltham Road. Paperwork includes; contracts, ad, payment, record form. If you have it done earlier please turn your ads in ASAP.
- PLEASE send thank you notes to all advertisers.
- Every player will receive programs to accompany their thank you letter to their advertisers; players/families are responsible to pick up programs.
- **Special placement ads MUST be checked with me first to confirm available space.** Special placement ads will be awarded on a first come first served basis.
- If you have a **new contact you must inform Sarah before soliciting an ad.** We want to hold that company for you, to prevent double calling.
- If there are special circumstances, i.e. parent's employer etc., please let me know.
- Who do you consider to ask to advertise? Dentist, orthodontist, physician, attorney, lawn service, bank, contractors, hair salon, dry cleaners, carpet cleaners, auto repair, restaurants, grocery stores, realtors, friends, photographer, veterinarian, etc.
- Most ads are secured by having a pre-existing relationship with the Advertiser
- Cost of ads varies from \$10 to \$2000.
- All checks to be made payable to "UAHS Ice Hockey Association."
- Credit card payment is not accepted.

**ADVERTISING CONTRACT  
2009-2010 UAHS ICE HOCKEY PROGRAM**

AD TYPE/SIZE with description and cost

**PLEASE CHECK YOUR CHOICE**

_____	Full Page (includes free listing on our website).....	\$550
_____	½ page (7 ½ x 5) (includes free listing on our website ).....	\$350
_____	¼ page (3 ¼ x 5).....	\$175
_____	Business Card Ad (3 ¼ x 2 ½).....	\$125
_____	1/16 page, 4 line listing (3 ¼ x 1 ¼).....	\$55
_____	“Business Backs the Bears” 3 lines i.e. business name, address and phone.....	\$35
_____	Friends and Neighbors.....	\$15-35
_____	Hockey Alumni Listing (Inside Front Cover)...name & year.....	\$25
_____	“Future Ice Bear” Listing (Inside Front Cover)...name & year.....	\$10

**SPECIAL ADS (subject to availability)**

**SIZE AND PLACEMENTS**

_____	Full Page Inside Back Cover (7 ½ x 10).....	\$1750
_____	Full Page Back Cover (7 ½ x 10).....	\$2000
_____	Full Page Adjacent to Varsity Roster (7 ½ x 10).....	\$725
_____	Full Page Adjacent to Team Picture (7 ½ x 10).....	\$725
_____	Full Page Adjacent to Varsity Schedule (7 ½ x 10).....	\$725
_____	½ Page Below Varsity Roster (7 ½ x 5).....	\$550
_____	½ Page Below JV Roster (7 ½ x 5).....	\$500
_____	¼ Page Adjacent to Player Picture (3 ¼ x 5).....	\$250
	Player Name _____	

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

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Printed Name of Advertising contact: \_\_\_\_\_

Signature of Advertiser: \_\_\_\_\_

**ATTACH A CAMERA READY COPY DESIGN (HARD COPY AND CD)  
PLEASE INDICATE IF YOU WANT THE SAME AD USED FROM LAST  
YEAR.....YES.....NO.....N/A**

**CHECKS PAYABLE “UAHS ICE HOCKEY ASSOCIATION”  
GIVE AD AND PAYMENT TO PLAYER**

**Player Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone #:** \_\_\_\_\_ **email:** \_\_\_\_\_

PLEASE DO NOT SEND ANYTHING TO THE SCHOOL

