

August 2012

Dear Business Owner:

Every fall, the Catalina Foothills High School (CFHS) Family Faculty Organization (FFO) publishes the Catalina Foothills District Directory. The directory includes teacher, staff and student contact information for the four elementary schools, two middle schools and the high school. The directory is made available for purchase to the students of District 16 and their families. It is an excellent way to promote your products and services to the District. Last year, we sold over 1600 copies.

We are preparing the directory for the 2012-2013 school year and would like to invite you to support Catalina Foothills High School by advertising in the directory. For every ad purchased in the hard copy directory, a free ad will be placed in the online directory. Please note that we offer half page perforated coupon pages on the order form. The 2011-2012 District Directory included advertising from over 100 local businesses.

Pricing for these ads and submission guidelines are included on the order form. Ads for the hard copy directory need to be copy ready with non-reflective colors or in digital form. Online ads need to be in digital form.

Your support is greatly appreciated since this is the **main source of fundraising at the high school.**

Advertising orders are due by Friday, August 24, 2012. Directories will be distributed/accessible by mid-October. Please note that the District Directory is for the exclusive use of District families, and may not be used by other organizations or businesses for mailing lists or solicitations.

If you have any questions, please contact Tracy Baker (tracyabaker@hotmail.com or 529-1447).

Thank you very much for your support of the Catalina Foothills District Directory. Without you, many of the activities supported by CFHS FFO would not be possible.

Sincerely,

Tracy Baker

CFSD Directory Coordinator

CATALINA FOOTHILLS SCHOOL DISTRICT – DIRECTORY ADS – **DUE FRIDAY 8/24/2012**

The CFSD Student Directory was purchased by nearly 1600 District 16 families in the 2011-2012 school year. The Directory is an excellent way to advertise and promote your products and services to the District. The sale of Directory ads benefits all District 16 students. To view the online directory (you will see the main login page ads) go to www.cfsddirectory.com.

TO PURCHASE AD:

Business Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Contact Person: _____ Phone: _____

Business Email: _____

Please indicate ad choice(s) below by checking (✓) the applicable box(es). Ads are sold on a first-come, first-served basis.

IMPORTANT:

ADVERTISERS WHO PURCHASE A PRINT AD IN THE HARD COPY DIRECTORY **AUTOMATICALLY RECEIVE FREE AD SPACE IN THE ONLINE DIRECTORY.** FREE AD WILL APPEAR AS FOLLOWS: 1) APPROX. 3.5" W x 2" H. SEND WITH AD, 2) ROTATES RANDOMLY AND CONTINUALLY IN EQUAL FREQUENCY TO OTHER ONLINE ADS, 3) CAN INCLUDE **HYPERLINKS TO THE ADVERTISER'S WEBSITE AND PHONE NUMBER.** 4) WILL APPEAR ON THE ONLINE SITE'S **ADVERTISERS, CONTACT US AND SCHOOL AND SPORTS PAGES** FROM OCTOBER 2012 TO SEPTEMBER 2013.

✓	\$	<i>Ad Prices & Sizes - Print Ads Include FREE Online Ad (see above)</i>
	\$ 25	Smart phone print-to-website tag to scan added to any print ad listed below (3/4" x 3/4")
	\$125	Business Card (3.5" w x 2"h)
	\$175	Half Page (5.5"w x 3.5"h)
	\$250	Half Page perforated coupon (5.5"w x 3.5"h two sided) please include expiration & terms of use
	\$250	Full Page (5.75"w x 7.75"h)
	\$275	Full Page in "BLUE PAGES" section (5.75"w x 7.75"h) (ad on blue paper in separate section)
	\$300	Tabbed Divider Page (5.75"w x 7.75"h) (add \$250 for optional full color)
	\$800	Inside Back Cover (5.75"w x 7.75"h) (add \$250 for optional full color)
	\$800	Page Facing Inside Back Cover (5.75"w x 7.75"h) (add \$100 for optional colored paper)
	\$1000	Inside Front Cover (5.75"w x 7.75"h) (add \$250 for optional full color)
	\$1000	Page Facing Inside Front Cover (5.75"w x 7.75"h) (add \$100 for optional colored paper)
	\$1000	Back Cover Top Half Page (5.75"w x 3.5"h) (add \$250 for optional full color)
	\$ 250	ONLINE ONLY Static (non-rotating) business card (approx. 3.5"w x 2"h) ad on main student search page
	\$ 250	ONLINE ONLY Static (non-rotating) business card (approx. 3.5"w x 2"h) ad on student search results page
	\$ 500	ONLINE ONLY Static (non-rotating) business card (approx. 3.5"w x 2"h) ad on main login page
	\$1600	ONLINE ONLY Bottom Banner Ad (approx. 6.5"w x 1.5"h) (appears continually on all site pages) (includes hyperlinks to advertiser's site and phone number) (only one available)
	\$1800	ONLINE ONLY Top Banner Ad (approx. 6.5"w x 1.5"h) (appears continually on all site pages) (includes hyperlinks to advertiser's site and phone number) (only one available)

Total of Ad Order \$ _____ Use last year hardcopy ad? Y N Use last year online business card ad? Y N

TO SUBMIT AD ORDER:

1) Submit this form, your ad copy & business card ad and check (payable to CFHS FFO) at Fall Check-In at your school

OR

2) Mail or email this form; AND mail or email your ad copies; AND
mail your check (payable to CFHS FFO) for the ad order amount to:

Tracy Baker, 4534 E. Coronado Drive, Tucson, AZ 85718
Phone 520-529-1447 E-mail: TracyABaker@hotmail.com

ADMINISTRATION USE ONLY

Cash Amount: \$ _____ Check Amount: \$ _____ Check Number: _____ Initials of Receiver: _____ Date Recv'd: _____
(give receipt to purchaser if cash)