



2017-2018 Directory Advertising Campaign

Dear Cove Family,

This is a unique opportunity for individuals and businesses in the community to advertise in the Faculty and Student Cove School Directory. This program raises money to support school activities and classroom materials that enhance our students' learning at The Cove School.

Here's how YOU can help make a difference!

1. Submit your own personal ad, a wish or greeting to your student, his/her class or the school.
2. Contact professionals who have serviced your child's needs; remind them it is a targeted audience for them. Or, any local businesses that may be interested.
3. Use or make changes to your ad from last year's 2016-2017 directory. We have attached the ad you ran last year for your convenience.
4. Distribute the attached Solicitation Letter and Advertising Rates and Order Form to anyone who could be a potential advertiser in the directory. Don't forget your friends and family! **Let them know that Cove is not for profit 501(c)(3) so any donation they make is tax deductible!**
5. Return the attached Order Form with payment. Advertisers may enclose a check (made out to The Cove School), or fill out the credit card information on the Credit Card Order Form. All order forms, artwork or ad requests MUST be received no later than **Monday, October 16, 2017** in an envelope marked:

THE COVE SCHOOL
Directory Advertisement
350 Lee Road
Northbrook, IL 60062

Please feel free to contact us for any questions. We truly appreciate your support in making this a successful fundraiser for our school!

Sincerely,

Stephanie Sanderman
(847) 562-2100
ssanderman@coveschool.org

Student Directory

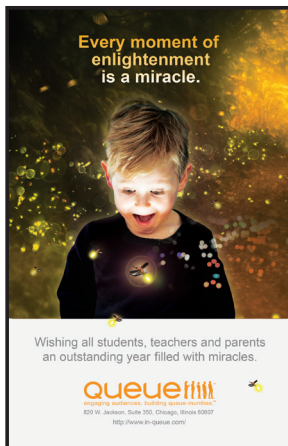
The Student Directory is a resource that Cove families use all year long. Show your support for Cove and the students with a special ad. Please check the box to indicate the ad you would like.

Friend of Cove - \$1,500

Appreciation for Friends of Cove is shown in the following ways:

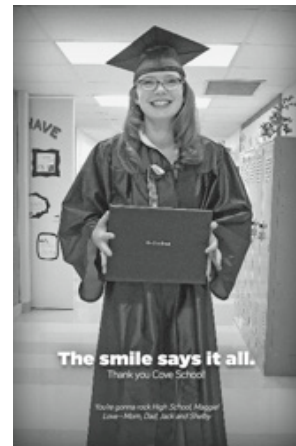
- One (1) full-page ad in the Student Directory
- Listing on the Benefit Invitation
- Listing on the Benefit Program Book
- Listing on the website
- Two (2) tickets to the Benefit

Full Page Color Ad - \$1,000



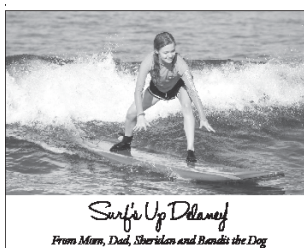
(5x8)

Full Page B & W Ad - \$500



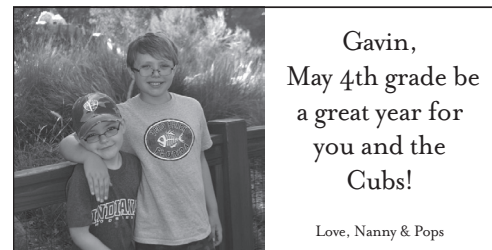
(5x8)

Half Page Ad - \$250



(4x5)

Business Card Ad - \$100



(2x4)

Shout Out - \$50

(15 words or less)

“Dear (teacher) thank you for making me the best I can be!”

“Wishing (student’s name) and his/her friends an awesome year!”

Please note: deadlines are applicable for acknowledgements.

For more information, please contact Stephanie Sanderman at ssanderman@coveschool.org.

Cove Student Directory Order Form

Steps to Complete your Order

1) Indicate the ad size you would like by checking the boxes on the first page

2) Write Message:

3) Send a photo in .jpg format to Matt at mhuppert@coveschool.org.

*Look for a confirmation e-mail from Matt

4) We will create your ad **or** you can send in a completed ad following the measurements on the first page.

Contact & Payment Information

I would not like to take out an ad, but please accept my donation of \$_____

Name _____

Address _____ City _____ Zip _____

Phone _____ Email _____

I have enclosed my **check** for \$ _____ Check Number: _____

Please make check payable to The Cove School.

I wish to pay by **credit card**: MasterCard Visa Amount: \$ _____

Credit Card Number: _____ Exp. Date: _____

For more information, please contact Matt Huppert at mhuppert@coveschool.org or call (847) 562-2100.

THANK YOU!