



## GALA AD JOURNAL 2024 SOLICITOR INSTRUCTIONS

Thank you once again for soliciting ads for our Temple Ad Journal. HPCT-CAE will be grateful for whatever you can do for the journal. It will be available from the Temple website all year along with an index of advertisers and links to their websites. The 2023 Gala Journal can be viewed on-line on the Temple's website, [www.hpct-cae.org](http://www.hpct-cae.org). **Color ads are welcomed.** The directory, jewels, and an index of advertisers will be printed. The revenues you help raise are critical to our budget, and we have every confidence in the success of your efforts.

1. Earn FREE dinner tickets and dinner seats:

**A dinner seat will require \$350 in ad sales.** If an advertiser takes a dinner seat as a result of their ad purchase, we cannot give you a dinner based on that ad. Enclosed is a list of your ads from previous years (for those who solicited last year.) Some ads might not have been solicited last year but might still be possible. The ad blanks have the current ad prices.

If you solicit an ad from a Temple member:

Journal ads solicited to Temple members cannot be counted towards your \$350 ad sales.

If a Temple member places an ad that includes a dinner seat they can transfer that dinner to you but you must inform Dinner chair Brenda Tanzman that they are doing so.

2. **DO NOT** solicit other people's previous advertisers. If you have solicited ads in the past, but will not be soliciting this year, please inform the Journal Chair, Bonnie Freidenreich.
3. If you have any questions, or need advice, please call Bonnie Freidenreich (732-572-2568).
4. **Put your name as solicitor on the ad contract for donor credit.** Provide the vendor-signed contract to the Temple office. Computer files are preferred for ad files but if necessary provide ORIGINAL ad copy WITHOUT staples or tape. Many businesses have files of their business cards. Those are preferred. Ads can be e-mailed to [adjournal@hpct-cae.org](mailto:adjournal@hpct-cae.org). Be sure to arrange for an ad copy at the time of solicitation. If your ad is the same as last year, please indicate that on the contract.
5. **You will get donor credit only for FULLY PAID ads and listings.** If you use an ad for credit to attend the Award Gala and that advertiser does not pay, you will be billed for the amount of the ad.
6. This year's Gala is Sunday March 3, 2024. **The deadline for soliciting ads is Feb 16, 2024.**
7. **You are responsible for collecting all ad payments that are not received.** Try to get payment at the time the ad is received. If we have not received payment for last year's ad, we will not honor this year's contract.
8. Directory Kits will be given out by the Jewels and Directory co-chairs, Sue Kheel and Marsha Goldwasser.
9. **Please honor the deadline –Feb 16, 2024.** Ads that come in after the deadline impose an additional burden on the Journal Committee.
10. **PLEASE TRY to AVOID "COPY TO FOLLOW."** In order to properly handle all ad requests, and to avoid confusion, we can only process ads for which we have the copy or computer file in hand.

THANK YOU AND GOOD LUCK!  
SEE YOU AT THE GALA

BONNIE FREIDENREICH (732-572-2568, [BONNIEF363@GMAIL.COM](mailto:BONNIEF363@GMAIL.COM)) JOURNAL CHAIR