

STARLIGHT GALA

PACIFIC CREST SCHOOL 2011 BIENNIAL AUCTION



Dear Pacific Crest Parent,

The 2011 Starlight Auction Gala is approaching and we wanted to give you a unique opportunity to advertise your business in the Auction catalog. The last auction raised over \$130,000! Parts of the funds raised were from the ads placed by local businesses and Pacific Crest parent business owners. We are offering that same option this year!

Please find attached:

1. Business Ad Form: Fill out this form if you are interested in advertising in the catalog and return it with your payment to:

Pacific Crest School
Attn: Martha Obenauer
600 NW Bright St
Seattle, WA 98107

2. Ad Spec and Cost Sheet: This will explain the prices of ads, format that the artwork needs to be in, and deadline for that artwork.

REMEMBER...

- If you choose to advertise it is TAX DEDUCTIBLE to a non-profit and business expense.
- 35 % Discounts on ALL Ads are given to Pacific Crest Parents!

**** If you would like to see the businesses that you frequent in our auction catalogue, just bring them a Business Ad Spec sheet and Business Ad Form... spread the word!**

Thank you for your continued support and creativity...

Martha Obenauer
Business Advertising Chair
206-789-8866
martha.obenauer@gmail.com

November 12, 2011, 5:30-10:30 pm at Fremont Studios

Pacific Crest School • 600 NW Bright Street Seattle WA 98107 • (206) 789 7889 • PacificCrest.org/auction

AD SPECS & COST SHEET FOR PARENTS

PRICES OF ADS

¼ page ad (similar to business card size)	=	\$125.00	=	\$ 81.25**
½ page ad (4.25" high by 5.5" wide)	=	\$250.00	=	\$ 162.50**
Full page ad (8.5" high by 5.5" wide)	=	\$450.00	=	\$ 292.50**
Inside cover (8.5" high by 5.5" wide)	=	\$1000.00	=	\$ 650.00**

**** 35 % discount for Pacific Crest Parents.**

Date of Auction: Saturday, November 12, 2011
Location: Fremont Studios
Time: 5:30pm until 10:30pm

Please note that approximately 500+ catalogues will be distributed.

DEADLINE FOR ALL AD ARTWORK:

All ad artwork must be electronically submitted by September 30, 2011 to:
Ethan Schoonover: es@ethanschoonover.com

Specifications and Formats: We request camera ready files in digital format. Preferred digital format is PDF. All fonts must be imbedded, linescreen 133. Other Acceptable formats are files created in QuarkXPress, Illustrator and Photoshop. Please adhere to the following guidelines: TIFS (.tif) must be saved at 300dpi, JPEGs (.jpg) must be saved at 300dpi and at medium quality or higher, EPS (.eps) must be saved in Mac binary format and all fonts converted to outlines. For best quality, photos and halftones must be scanned in at 300dpi, and no smaller than 100% size. Black and white line art must be scanned at 600-1200dpi. Unacceptable formats: Digital art created with Microsoft Publisher, PowerPoint and Word will NOT be accepted.

We have your artwork from last year!!

QUESTIONS? Martha Obenauer: 789-8866 martha.obenauer@gmail.com

*** Tax Receipts: Pacific Crest School is a 501-c(3) non-profit organization;** contributions are tax deductible. We will send a receipt (a copy of the form that they have filled out) after we have received all artwork and payment. Please consult your tax advisor.

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PACIFIC CREST SCHOOL 2011 BIENNIAL AUCTION



Business Ad Form

Date: _____

We wish to take this opportunity to thank:

_____ (Business Name)
_____ (Address)
_____ (Phone #)
_____ (Email)

for an ad contribution of \$ _____ in support of the Pacific Crest School's Starlight Auction Gala to be held on November 12, 2011. We appreciate your generosity. We will include recognition of your support in our auction catalog as discussed. You will receive a tax receipt in November 2011.

We will print approximately 500 copies of this catalog.

- Please make checks payable to the Pacific Crest School. The School is a 501-c(3) non-profit organization; contributions are tax deductible.
- Please send all checks and this AD FORM to:

Pacific Crest School
Attention: Martha Obenauer
600 NW Bright St
Seattle, WA 98107

- Please remember that we will require camera-ready artwork for inclusion in the catalog and must receive your artwork and payment by: September 30, 2011.
- Send all ARTWORK to: Ethan Schoonover at es@ethanschoonover.com

Again, thank you for your support. We look forward to a fun and successful auction!

Martha Obenauer (206) 789-8866 martha.obenauer@gmail.com

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