

McDOWELL HOCKEY CLUB

PROGRAM AD BOOK

Advertisement Information and Instructions

Ad Sales Begin: Monday, May 22, 2017

Ad Sales Deadline: Monday, July 31, 2017

Advertising Contract and Receipt Form required for each individual ad sold.

Payment in full by check only (made payable to McDowell Hockey Club).

Check "Do Not Call" List.

**Please read all instructions carefully and follow directions in preparing
Advertising Contract and Receipt Form.**

The McDowell Hockey Club provides players with the opportunity to pay for club assessments through the sale of advertisements in the Program Ad Book. Twenty percent of the cost of all ads sold will go toward the expense of the Program Ad Book and the remaining 80% will be applied to individual player assessments.

When approaching potential ad sponsors, introduce yourself, be courteous and explain the purpose of the Program Ad Book. Describe the various ad sizes and costs. Remember that you are representing the McDowell Hockey Club so make sure you thank them whether they decide to purchase an ad or not.

"Do Not Call" List

Returning players / families are guaranteed the option of renewing all ads that they had sold the previous year. The Advertisement "Do Not Call" list is available on the website. Do not contact any of these ad sponsors as they are already committed to another player.

Premium Ad Placement/Protected Ads

The inside front cover, the 2 half-centerfold pages, the inside back cover, and the back cover are considered premium ad placement in the Program Ad Book and are protected. They cannot be sold unless the previous advertiser does not renew the ad or if the player who sold the ad is not returning to the McDowell Hockey Club. The open premium spots are first come first serve. If you receive a premium ad please notify Regina Walker immediately so that spot may be reserved for the sponsor.

Advertising Contract and Receipt Form and Attached Ads

Complete the form in its entirety and give the ad sponsor a copy, as their receipt. Only one ad per form - each ad sold must be on a separate Advertising Contract and Receipt Form and must be paid for separately. If the ad is the same ad that was used in last year's Program Ad Book, that ad must be re-attached to the Advertisement Contract and Receipt Form. Be sure to only use paper clips when attaching artwork, logos, business cards, etc. to the Advertising Contract and Receipt Form. (Do not staple.) For optimum quality please email artwork in JPEG or PNG files to jakegolen08@gmail.com.



Player's Page Ad

For specific ads that you would like to be placed on the player's page, circle "Player's Page Ad" on the Advertising Contract and Receipt Form. It cannot be guaranteed that all ads sold by an individual player will appear on that player's page in the ad book.

Payment

Payment in full is required. Any ad turned in without full payment will not be submitted to the printer and no credit will be given toward the player's assessment. It is required that each ad include a completed Advertisement Contract and Receipt Form, full payment with a check made payable to McDowell Hockey Club and all appropriate artwork for the ad. No cash is accepted for ads. If the sponsor needs to mail the payment, please have them mail it to the player's address or the Committee address below and not to the school or any other address. In addition, McDowell Hockey Club cannot accept any donations for individual players. If a sponsor would like to make a donation, it must be submitted directly to the Treasurer for that player. There will be no trade-offs for an ad – the only payment that will be accepted for an ad is a check made payable to the McDowell Hockey Club.

Limits and Uses of Ads Sold in Excess to Assessment

The maximum that any player can sell in ads that will be applied to his account is 10% above his annual assessment amount. (For example, after paying the assessment fee with ads sold, a player can have only 10% of his total assessment carried as a balance in his account. If the assessment is \$2,400, the player can carry \$240 in his account.) This excess can be carried over into the following year or can be used in payment of team wear purchased through the McDowell Hockey Club or for payment of the year-end Banquet. The only other use could be toward a tournament fee that was not budgeted into the assessment by the Club where each player would have to pay additional fees to play in the tournament. Any other uses would have to be submitted to the board in advance for approval.

Practice Jersey Sponsors

Practice Jersey Sponsors are also needed for each team. A Practice Jersey Sponsor is similar to a Program Ad Sponsor in that 80% of the \$500 practice jersey cost will be applied to individual player assessments. If you are interested in sponsoring practice jerseys, please contact the Treasurer.

Deadline

The deadline for ads and payment is Monday, July 31, 2017.

Please submit your ads as they are sold.

No late ads will be accepted.

Payment can be given to the Ad Book Committee or mailed to:

2918 West 23rd Street

Erie Pa 16506

Ads should be emailed to: mcdowellhockeyadbook@aol.com

If you have any questions, please contact:

Regina Walker

mcdowellhockeyadbook@aol.com

412-480-7090

1/2 PAGE

\$200

1/4 PAGE

\$125

1/8 PAGE

\$70

1/16 PAGE

\$40

McDowell Hockey Program Ad Book Advertisement Cost

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|---|--------------|
| Half Centerfold 1, 2 (8 1/2 x 11)* | \$450 |
| Inside Front Cover*, Inside Back Cover*, Back Cover* | \$450 |
| Full Page (other than those listed above) | \$400 |
| 1 / 2 Page | \$200 |
| 1 / 4 Page | \$125 |
| 1 / 8 Page | \$70 |
| 1 / 16 Page | \$40 |
| *Premium Ad Placement/Protected Ads | |



**Payment must be
submitted with the ad
and paid with a check
payable to the
McDowell Hockey**

McDowell Hockey Ad Book Frequently Asked Questions:

1. What is the benefit for the sponsors who place ads?
 - a) Their ad will be placed in our ad/yearbook, which is distributed to each member who receives a sponsorship and to all the sponsors, if they choose to receive one. This reaches numerous members of our community.
 - b) The entire ad book is also displayed on our website in a PDF format once available. Our site is linked to USA Hockey and PIHL, which will reach even more patrons outside of the Erie Community.
2. What is the benefit for the player who sells an ad?
 - a) 80% of the cost of all ads sold will be applied to the individual player assessment fees.
 - b) The player receives 1 ad/yearbook.
3. What is the distribution process of the ad/yearbook?
 - a) The books will be available before the first home game. When they are available from the printer a notification will be sent to members with date of distribution, which will be at a club practice. The player will receive their 1 book and all their sponsor's books. It is the player's responsibility to get the book to their sponsors.
4. What is the best way to get the ad committee the ad/artwork and payment?
 - a) The best way for the Artwork is via email. Please email to:
jakegolen08@gmail.com
Please note: The ad committee will not create or change ads. Send them exactly as you would like them to appear in the book. Please send them as you receive them from the sponsors. The committee will provide them to printer as we receive them and when payment is received. Ads without payment will not be sent to print.
 - b) The best way for Payment is direct mail. Please mail to:
McDowell Hockey Ad Book
2918 West 23rd Street
Erie, PA 16506
 - c) Email questions to mcdowellhockeyadbook@aol.com