



2011 Impressions on Ice Program Ads

It's time to sell and prepare your ads for the 2011 Impressions on Ice show! Ads in the program are a major source of fundraising income for the Club. You will be able to fulfill your fundraising obligation by selling ads for our show program to family, friends, and businesses. By soliciting from businesses, you get dollars into our Club that are NOT coming from skaters and skaters' families. We encourage ALL skaters to sell ads to the local businesses which we all support.

If you are looking for ideas of from whom to solicit ads, just look around at the various businesses that you do business with – your favorite restaurants, your hair/nail salon, your dentist, your orthodontist, sports-related stores, your car dealership, your bank, your large corporation for whom you work. Friends and relatives with businesses are a good place to ask as well. The following information can also help skaters describe the benefits to a business of placing an ad in the show program.

Why put an ad in the Impressions on Ice Program Book?

The 2011 Impressions on Ice, May 13-14 2011, is an annual event held by the Burnsville-Minnesota Valley Figure Skating Club and the City of Burnsville Learn to Skate program. This event allows these groups to showcase their commitment to the sport of figure skating and celebrates the hard work, dedication, sportsmanship and achievements that are the foundation of our community. This event is a celebration of the hours these skaters have practiced and developed their skills.

In an effort to show your support for these skaters, we are asking local businesses to support our Impressions on Ice program book. By supporting these skaters by contributing an ad to the program, your business has the opportunity to publicize to a large audience for a minimal cost. You will also support the continued pursuit of the sport of figure skating by members of the community.

The prices and sizes for business ads are:

Ad Size	Width x Height	Price
Business Card	3.5" x 2"	\$25.00
Quarter Page	3.5"w x 4.75"h	\$50.00
Half Page	7.5"w x 4.75"h	\$100.00
Full Page	7.5"w x 10"h	\$200.00
Inside Back Cover	7.5"w x 10"h	\$250.00
Back Cover	7.5"w x 10"h	\$300.00
Inside front Cover	7.5"w x 10"h	\$400.00

* Instructions For Submitting Ads *

Personal Ads

- **It is preferred that ads be submitted electronically (pdf or jpg are preferred. Please no PowerPoint files!)**
- Ads can be created on paper (using pen, markers, collage, etc). These ads will be scanned for the program and must be labeled with the first and last name of person submitting the ad(s).
- Personal ads can be 2" x 2", 1/4 page, 1/2 page, and full page (see attached size descriptions).

Business ads

- **It is preferred that ads be submitted electronically (pdf or jpg are preferred. Please no PowerPoint files!)**
- Business card reproductions are intended for business cards only – not for personal ads. Personal ads submitted in this size will be returned.

All Ads

- All submitted ads must include the following: a hard copy of the ad; the attached form fully completed (1 for each ad); and a check made out to BMVFSC for the full amount of the ad(s).
- Ads can be submitted electronically by email or placed on a CD. If submitting a CD, label it with first and last name of the person submitting the ad(s).
- Ads submitted electronically must be individually labeled according to the attached specifications.
- All ads must be sized and oriented correctly (ad space is measured width first, then height).
- **The due date by which ALL ads must be submitted is no later than Friday, April 29, 2011.**
- **Full payment must accompany the ad – this includes group ads – or the ad will not be accepted.**
- A single ad from a group of skaters must list ALL skaters contributing to the ad. This will ensure that appropriate fundraising credit is given to each skater.
- *If you need help in creating your ad – contact Lynn Jenn at kljenns@earthlink.net – I'm very willing to help!!*
- All hard copies and ads not submitted by email should be placed in the folder labeled "Show Ads" in the club mailbox at the rink. Electronic ads can be submitted to Lynn Jenn at kljenns@earthlink.net

* Labelling Electronic Ads *

Please label all electronic ad files, whether submitted on disc or sent via email, as described below.

How to Label electronic ad file:

1. Last name of person submitting ad.
2. Size of ad (2x2, Quarter, Half, Full, BusCard, InsideFrontCover, InsideBackCover, BackCover).
3. Use a period to separate the information.
4. Ad number out of how many submitted, example: 1of3, 2of3, 3of3, etc.

Examples:

YourLastName**2x2**.1of6.pdf

YourLastName**Quarter**.2of6.pdf

YourLastName**Half**.3of6.pdf

YourLastName**Full**.4of6.jpg

Questions? Help Needed?? Need ideas??

Contact Lynn Jenn

kljenns@earthlink.net

952-431-0685

2011 Impressions on Ice

Program Ad Form

Ad Size	Width x Height	Price
Personal Fun Size	2" x 2"	\$7.00
Business Card	3.5" x 2"	\$25.00
Quarter Page	3.5"w x 4.75"h	\$50.00
Half Page	7.5"w x 4.75"h	\$100.00
Full Page	7.5"w x 10"h	\$200.00
Inside Back Cover	7.5"w x 10"h	\$250.00
Back Cover	7.5"w x 10"h	\$300.00
Inside front Cover	7.5"w x 10"h	\$400.00

Deadline for all ads in Friday, April 29, 2011. No late ads will be accepted.

Trim and submit lower half

2011 Impressions on Ice Program Ad Form Please complete and submit the following form for EACH ad

Skater's Name: _____
(if the ad is from a group of skaters, please list ALL skaters names. Use the back of this form if needed.)

Name of Person Placing ad: _____

Contact Phone number: _____

Place an "X" next to size of ad you are placing:

Personal Fun Size _____ Full Page _____

Business Card _____ Inside Back Cover _____

Quarter Page _____ Back Cover _____

Half Page _____ Inside Front Cover _____

Name of ad file (Please follow labeling instructions) _____

How Ad is Submitted: Email _____ Hard Copy _____ CD _____

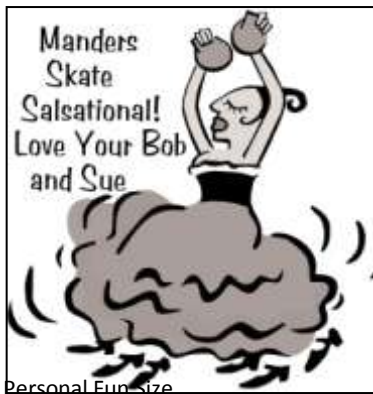
If Ad is submitted by Email or Cd: I have provided a hard copy _____

All submitted ads must include the following: (1) A hard copy of the ad (2) this form fully completed (3) check made out to BMVFSC.

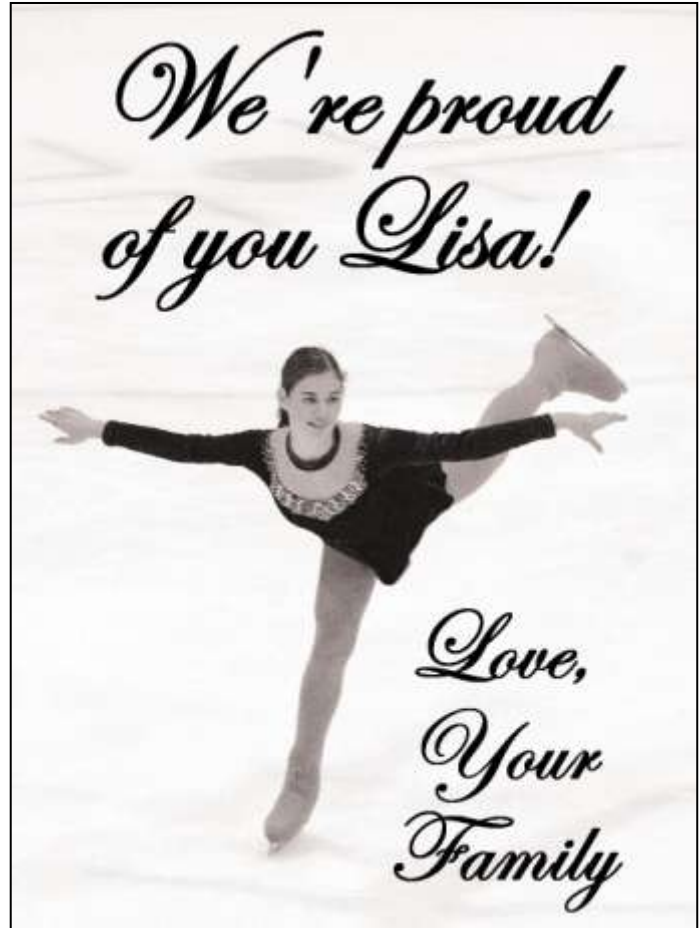
Full payment must accompany the ad or the ad will not be accepted. All hard copies, and ads not submitted by email should be placed in the folder labeled "Show Ads" in the club mailbox at the rink or mailed. Email ads can be submitted to kljenns@earthlink.net. Hard copies, form and payment may be mailed to:

Lynn Jenn
16743 Innsbrook Drive
Lakeville, MN 55044

SAMPLE ADS



Personal Fun Size
2" x 2" Square



Quarter Page
3.5" w x 4.75" h

Half Page
7.5" w x 4.75" h

