

SILVER WINGS SPRING SHOW ADS - INSTRUCTIONS

Each Silver Wing is asked to sell ads totaling a minimum value of \$300 (This does not include the sponsorships you sold in the Fall). Our Spring Show production costs approximately \$35,000 (lights, costumes, tech crew, props, musical rights, etc). The ads in the Spring Show program offset many of these costs.

- The \$300 collected can be from Personal Ads, Business Ads, Shout Outs and/or Business Index Listings.
- Personal & Business Ads range in price from \$75 to \$400 depending on the size.
- **Personal Ads:**
 - Highlight your own Silver Wing alone or a group of Silver Wings – group of friends, squads, officers, etc.
 - For group ads, each Silver Wing will get credit for what her family paid. Make sure that the order form is clearly marked as to who paid and what amount.
 - Personal ads can purchase any size ad except 1/8th ad.
- **Business Ads:**
 - Business ads can come from your own personally owned businesses or other local businesses.
 - Contact business owners you know and provide them with the 1) Letter to Businesses, 2) Ad Contract and 3) Ad Specifications Sheet (Spec Sheet). All ads are tax deductible.
 - Doctors, dentists, realtors and local restaurants are a great place to start! Some other ideas include auto service/repair businesses, local banks/credit unions, financial consultants, pet services, and so many more!
 - Some businesses like to know our Spring Show theme ahead of time so they can tie their ad design to our theme.
- **Shout-Outs** are just \$5. (Great for friends and family!)
- **Business Index Listings** are \$25 – this is a listing of business contact information towards the end of the book.
- Additional Ad contract forms are available online via the Members only portal. May also be requested via email to springshow@hebronsilverwings.org.
- **If you would like the Spring Show Program Chair to design your ad for you:**
 - **You MUST turn in all photos and text for the ad by February 18, 2022.** After that deadline, you will be required to design your own ad.
 - Photos MUST be submitted in **high resolution digital form** (jpg, tif or png) via email, text or USB/flash drive. No physical photos accepted.
 - There is no extra cost if you'd like the ad designed for you – however, deadlines are firm.
- **If you are creating your own ad:**
 - **You may turn in your ad anytime between February 18 and March 25, 2022. The LAST DAY to turn in an ad is March 25, 2022. No exceptions. Late ads may not be put in the book.**
 - Artwork MUST be submitted in **high resolution form** (pdf or jpg at 300dpi, CMYK preferred)
 - Artwork submitted must be accompanied by a hard copy of the ad.
- The front cover and inside front cover are not for sale. The inside/outside back covers are printed in color and ARE for sale. **The back cover is \$550 and the inside back cover is \$450. Please check with Mrs. Bowling or Spring Show Program chair Stephanie Smith first before offering those covers for sale because they may already be sold.**
- New this year! The whole book will be printed in color.
- Your daughter will be pictured in the Spring Show Program at least three times (the team photo, the squad photo, and the Biography section...assuming she is already in the team and squad photos already taken).

Include all items for the order in a gallon size Ziploc bag and turn into Mrs. Bowling (must be turned into directors first – may not be turned in directly to Spring Show Program chair).

Items needed in bag:

- Signed Contract (VERY IMPORTANT. NO ORDER WILL BE ACCEPTED WITHOUT A SIGNED CONTRACT).
- USB Drive with all high resolution photos and/or logos to be used in the ad – labeled clearly with family or business name. NO physical photos will be accepted. You may email high resolution photos to springshow@hebronsilverwings.org in lieu of a USB drive.
- Printed copy of ad (Hard Copy) – only needed if you're creating your own ad.
- If a family is placing multiple ads, the FAMILY can place multiple photos on one USB Drive and those orders can be turned in together. The Contract MUST indicate the name of the photo and which ad it goes with.
- Any additional information collected (Shout-outs, Index Listings, etc)