



Sequoia Association of Parents and Teachers

SEQUOYA STUDENT DIRECTORY ADVERTISING OPPORTUNITIES

The Association of Parents and Teachers (APT) of Sequoia Elementary School is offering our local business community the opportunity to place advertisements in our 2010-2011 Student Directory.

Why purchase advertising through the Sequoia APT?

- **REACH** your local customer base! It will be distributed to approximately 500+ homes in the Scottsdale area – where YOUR consumers live, work and use your products and services.
- **HELP** students! Advertising funds support APT activities and provide for programs that would otherwise be eliminated.
- **PROMOTE** your business! Affordably publicize your business to families who regularly consult their directories to support the businesses that help Sequoia.

YES – I want to advertise in the Sequoia APT Directory!

- (1) CHOOSE your ad space on the reverse side and complete the form. Return to address below.
OR, fill out your information online at <https://bts.sequoyapt.org>
- (2) PAY with credit card online or check (payable to: Sequoia APT).
- (3) SUBMIT your ad, artwork or business cards in black & white, *PDF, JPEG, or PNG* format to:
april.wallace@cox.net (Please refer to your ad size for better quality printing).
- (4) QUESTIONS? Contact *April Wallace* at 480-286-0764 or april.wallace@cox.net.

Please return form with check to:

Sequoia Elementary School
Attn: Directory Advertising
11808 N. 64th Street
Scottsdale, AZ 85254

➔DEADLINE to purchase advertising: Friday, August 27, 2010◀

The Sequoia APT, faculty, and student body
TRULY appreciate your generous patronage.
YOU have made a difference!!

Thank you!!

Office: Please forward to Directory Advertising

ADVERTISEMENT CHOICES ~ Deadline: Friday, August 27th

Advertisement Size	Rate (\$)	Ad Copy/Dimensions (inches)
Back Cover – BID*	Best Offer (<i>minimum \$185.00</i>)*	4.5 W x 7.5 H
Front Inside Cover – BID*	Best Offer (<i>minimum \$160.00</i>)*	4.5 W x 7.5 H
Back Inside Cover – BID*	Best Offer (<i>minimum \$160.00</i>)*	4.5 W x 7.5 H
Full Page	\$120.00	4.25 W x 7 H
Half Page	\$95.00	4.5 W x 3.5 H
Business Card	\$40.00	3.5 W x 2 H
APT Web Sponsorship	\$120.00	SequoiaApt.org <i>We will contact you with details about logo submission</i>
<i>Included with any purchase/donation of \$120 or more.</i>	OR \$50 with half-page or business-card purchase	

Bids are due by Friday, August 27th, 2010

At that time, all bids are reviewed and the highest bid will be awarded the cover positions.

The undersigned advertiser hereby purchases advertising to appear in the Sequoia Elementary School 2010-2011 Student Directory.

_____ (_____) _____
Your Business *Best Contact Phone Number*

_____ _____
Your Name *Email Address*

Yes, my child(ren) attend Sequoia

_____ _____ _____ _____
Address *City* *State* *Zip*

_____ _____
Signature *Date Submitted*

In accordance with Scottsdale Unified School District policy, our student directory is distributed exclusively to Sequoia Elementary School families and staff; we cannot provide our advertisers a copy of this directory.

Amount Enclosed _____ Cash, Credit Card, Check # _____ Processed by _____

Office: Please forward to Directory Advertising