

# I.E.P.T.O.

Itasca Elementary Parent Teacher Organization

## Advertising Guidelines

Please contact the IEPTO Parent Volunteer listed at the bottom of your letter directly for questions and to sign up for space in our directory. The contract, artwork and full payment should also be given to the Parent Volunteer. Only electronic artwork should be sent directly to Rebecca Pobloske at [rebecca.pobloske@yahoo.com](mailto:rebecca.pobloske@yahoo.com).

Please complete a separate contract for each advertising space.

### Pricing and Specifications

Print will be in black and white only.

Advertisements are offered in any of the following sizes:

- Single Business Card \$79  
1.83" x 3.58" (horizontal only)
- Double Business Card \$130  
3.83" x 3.58"
- 4x Business Card \$210  
3.83" x 7.34"

All advertisement placements will be at the discretion of the IEPTO. Premium placement on the outside back cover will be given to the first to sign the contract and pay in full.

### Submitting Artwork

Electronic artwork is preferred and should be sent directly to Rebecca Pobloske at [rebecca.pobloske@yahoo.com](mailto:rebecca.pobloske@yahoo.com). We appreciate electronic artwork in .jpeg format already in the correct size, but we will work with you as much as possible. Reference "IEPTO Advertising" and your business or organization name in the subject line. Compress all files if possible. Include a contact name and phone number.

Business cards (horizontal only), or other non-electronic artwork, should be given to your IEPTO Parent Volunteer. We will scan these electronically and size as best as possible. Please note that non-electronic artwork may appear blurry or not look exactly like your original.

*The IEPTO will accept advertising according to the following guidelines:*

- All advertisers are subject to the approval of the IEPTO Board, which reserves the right to reject or cancel any advertisement at any time.
- Advertising copy must be factual and in good taste and should not conflict with the charitable and educational activities of the IEPTO.
- Alcoholic beverages, tobacco products, gambling establishments, and firearms cannot be advertised.
- Advertising cannot market products or services directly to children.
- Advertising cannot caricature or otherwise demean any particular race, language, religion, political view, or any symbol thereof.
- Acceptance of advertising does not indicate an endorsement by IEPTO of the products or services promoted, the company, or the claims made.
- In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless the IEPTO, its officers, agents and volunteers against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement, or plagiarism.
- The IEPTO shall not be liable for any failure to publish any advertisement accepted by the IEPTO; however, the IEPTO shall use its reasonable efforts to place such advertisement in subsequent available space.
- The IEPTO may change the terms set forth herein at any time, provided that no such changes applies to advertisements whose closing date precedes the announcement of the change.
- In the event of nonpayment in full by the stated due date, the IEPTO reserves the right to not include the advertising.
- The IEPTO is not responsible for incidental or consequential damage for errors in displaying an advertisement.

### Payment Terms

The deadline for full payment is June 1, 2011. Make checks payable to "IEPTO". At this time we are unable to accept payment in any other form. Give payment to the Parent Volunteer who contacted you. If payment is not made in full by June 1, 2011, inclusion in the IEPTO Directory will be cancelled.

We will not invoice for payment at a later date.

\$10 of your payment will be considered membership dues. All IEPTO members should uphold our objectives and subscribe to our by-laws. We ask that you do not solicit directly to the families or children listed in this Directory or use the information included in any harmful way.

### Publication Schedule

**Contract and full payment deadline: June 1, 2011**

**Artwork deadline: July 1, 2011**

**Distribution of Directory: End of September 2011**

Advertisers will receive a complimentary copy of the issue. This will be sent to the contact listed on the order.

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Itasca Elementary Parent Teacher Organization

## Advertising Contract

Thank you for supporting the Itasca Elementary Parent Teacher Organization (IEPTO) by deciding to advertise in our annual Benson Primary and Franzen Intermediate School Directory for the 2011-2012 school year. Refer to our Sample Advertising Page, along with our Directory Advertising Guidelines for details and pricing.

The contract and full payment is due June 1, 2011. Make checks payable to "IEPTO". Give all items to the Parent Volunteer who contacted you. If payment is not made in full by June 1, 2011, inclusion in the IEPTO Directory will be cancelled. We will not invoice for payment at a later date. Artwork is due July 1, 2011.

PLEASE PRINT

### Business or Organization Info.

Business or Organization Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Website: \_\_\_\_\_

### Contact Info.

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

## Advertisement Specifications

Please complete a separate contract for each advertisement.

Check one size:

- \$79 Single Business Card  
1.83" x 3.58"
- \$130 Double Business Card  
3.83" x 3.58"
- \$210 4x Business Card  
3.83" x 7.34"

Electronic artwork is preferred and should be emailed to Rebecca Pobloske at [rebecca.pobloske@yahoo.com](mailto:rebecca.pobloske@yahoo.com). We appreciate electronic artwork in .jpeg format already in the correct size, but we will work with you as much as possible. If you have a business card (horizontal) or other non-electronic artwork, we will scan these electronically and size as best as possible. Please note that non-electronic artwork may appear blurry or not look exactly like your original. All printing will be in black and white only.

- Check here if you will be emailing electronic artwork by July 1, 2011
- Check here if business card or other non-electronic artwork is attached

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Signature: \_\_\_\_\_

*By signing this form, you are agreeing to purchase advertising and/or coupon space in our Directory. Acceptance of advertising does not indicate endorsement by the IEPTO. The IEPTO may reject or cancel any advertising for any reason at any time.*

*For IEPTO Use Only:*

- Full payment received; Date paid: \_\_\_\_\_ Check #: \_\_\_\_\_ Rec'd by: \_\_\_\_\_
- Artwork received; Date: \_\_\_\_\_ Via non-electronic or electronic: \_\_\_\_\_ Rec'd by: \_\_\_\_\_

Sample

Your Ad or Coupon Here

(630) 123-4567

Size: Single Business Card

1.83" x 3.58"

\$79

Size: Double Business Card

3.83" x 3.58"

\$130

Size: 4x Business Card

3.83" x 7.34"

\$210