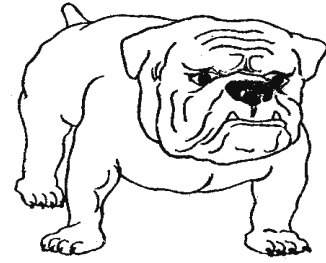


Bigelow Middle School PTO
42 Vernon St., Newton, MA 02458
www.bigelowpto.org



Dear Parents of Bigelow Middle School students,

Do you own your own business? Do you work for a company that is looking for new ways to reach out to potential customers? The Bigelow PTO would like to present you and your employer with a unique advertising opportunity.

At the beginning of each school year the PTO publishes a school directory, containing student contact information and important school information. This directory is then distributed to all of the 500+ students at Bigelow. Families use this resource to contact each other for various reasons and also to reference relevant school information. In many households the school directory is consulted at least weekly, in some cases even more frequently, throughout the entire school year and often into the following summer.

Every year we publish advertisements from local businesses in the back of our directory as another resource for our families, which will also serve to draw attention to the local businesses that support our school and our children. This resource will prove invaluable, especially to new families (your potential new customers!), as they establish themselves and navigate their new neighborhood. It will also be an excellent way for Bigelow families to reach out and support other Bigelow families and their businesses. For more information on placing an advertisement in our directory, contact Heather Kelly at hkelly@rcn.com.

The deadline for advertisements is **Friday, October 4, 2013** so act quickly and don't miss out on this amazing opportunity!

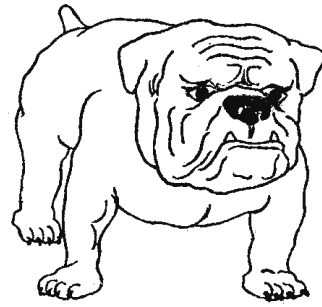
Thank you for your support!

Bigelow PTO

Bigelow Middle School PTO

42 Vernon St., Newton, MA 02458

www.bigelowpto.org



2013 Rates		AD DIMENSIONS	
Full page Advertisement	\$500.00	Full Page: 8.5" wide by 11" tall	
Half Page Advertisement	\$250.00	Half Page: 8.5" wide by 5.5" tall	
1/4 Page Advertisement	\$150.00	1/4 Page: 4" wide by 5" tall	
Business Card Advertisement	\$100.00	Business Card: 3.5" wide by 2" tall	All Ads are in B&W only

ARTWORK SPECIFICATIONS

Must be a digital file. High resolution required (300dpi or higher).

ACCEPTABLE FILE FORMATS

- Illustrator EPS files with type converted to outlines of fonts provided
- Print-ready PDF with resolution equal to 300 dpi @ 100% scale
- Print-ready JPEG with resolution equal to 300 dpi @ 100% scale

Please email advertisement file to bigelowbulldog@gmail.com

_____ Yes, I would like to place an ad in your directory. Attached please find a check made payable to the Bigelow PTO. I have emailed my file to the address above.

_____ Yes, I would like to place an ad in your directory. I have paid online via the PayPal link at www.bigelowpto.org and emailed my file to the address above.

_____ No, thank you. I would not like to place an ad at this time, but please keep me in mind for next year.

Please mail form (and payment if applicable) to: Bigelow Middle School
42 Vernon Street
Newton, MA 02458
Attention: Directory Advertising

** Deadline October 4, 2013. Includes calendar year 2013-2014, although many families keep their directories for years.*