

STEVENSON HIGH SCHOOL HOCKEY  
ASSOCIATION  
PO Box 542  
LINCOLNSHIRE, IL 60069



September, 2010

Dear Valued Business Advertisers of Stevenson High School Hockey Association

The Stevenson High School Hockey Team is one of 3 Illinois High School teams that are sanctioned by their high school and under their athletic department rules. Last year both the Varsity and JV teams had a record breaking season, with both teams winning the Metro North Scholastic Championship, the Chicago Metro Scholastic Cup Championship, and the Thanksgiving Hockey Tournament Championship, and both teams were the runners up in the High School Invitational Tournament. This is the first season which both teams won these championships in the same season.

One of our major fundraisers is the annual yearbook, where ad space is sold to local businesses. Each year a Hockey Yearbook is published to help offset some of the cost for the students who participate in the program. The yearbook is distributed during the Stevenson High School Annual Thanksgiving Hockey Tournament for both Varsity and Junior Varsity high school teams. This tournament is held at the Twin Rinks Ice Arena in Buffalo Grove and last year included 16 area High School Varsity teams and 8 Junior Varsity Teams. Over 200 yearbooks were given out during the tournament to families, friends and supporters.

Our yearbook offers the opportunity to publicize your business and show support through the purchase of ad space, ranging from \$35.00 to \$500.00. Ads include business card,  $\frac{1}{4}$ ,  $\frac{1}{2}$  or a full page, with the back cover and inside covers as premium color pages. In addition to the yearbook we also have advertising space available on our website [www.stevensonhockey.com](http://www.stevensonhockey.com).

We are asking you to help support our hockey teams for the upcoming season by purchasing an ad in our 2010-2011 Yearbook. Having shown your generosity, we encourage our Stevenson Hockey families and friends from the surrounding communities will return that kindness in patronizing your business. If you are a repeat advertiser, we thank you for the past support and hope you will continue supporting our teams.

Thanks for considering supporting our organization.

Sincerely,

Stevenson High School Hockey Association

# 2010-2011 Stevenson High School Hockey Advertising Rates



**YEARBOOK** (all ads are black and white unless otherwise noted) Ad sizes: full page (8x10), half page (5 x 8 or 4 x 10), quarter page (4 x 5), Business Card 2 x 3 1/2

<b>Gold Level – Full Page Premium</b>	<b>Green Level - Full Page</b>	\$ 275.00
Back Outside Cover (Color) \$ 500.00	<b>White Level – Half Page</b> (4 x 10 or 5 X 8)	\$ 150.00
Inside Front Cover (Color) \$ 475.00	<b>Black Level – Quarter Page</b>	\$ 75.00
Inside Back Cover (Color) \$ 475.00	<b>Patriot Patron – Business Card</b>	\$ 35.00
Center Page Left (Color) \$ 450.00		
Center Page Right (Color) \$ 450.00		

## WEB SITE PACKAGES (Advertising for 12 months on [www.Stevensonhockey.com](http://www.Stevensonhockey.com) and Yearbook

<b>Platinum Level - Website</b>	<u>\$ 1,000.00</u>	<b>Gold Level - Website</b>	<u>\$ 750.00</u>
<ul style="list-style-type: none"> <li>•Banner Ad placed on all Stevensonhockey.com webpages</li> <li>•Full Page color ad in Yearbook</li> <li>•1 year advertising on SHSH Bulletin Board at Twin Rinks</li> <li>•Listing at all SHSH Events</li> <li>•Level listing in Ad Book</li> <li>•Listing on Web Sponsor’s Page</li> </ul>		<ul style="list-style-type: none"> <li>•Banner Ad Schedule Webpage</li> <li>•Full Page B&amp;W ad in Yearbook</li> <li>•Level listing in Ad Book</li> <li>•Listing on Web Sponsor’s Page</li> </ul>	
		<b>Silver Level - Website</b>	<u>\$ 500.00</u>
		<ul style="list-style-type: none"> <li>•Banner Ad inside Webpage</li> <li>•Half Page B&amp;W Ad in Yearbook</li> <li>•Level listing in Ad Book</li> <li>•Listing on Web Sponsor’s Page</li> </ul>	

Deadline to submit ads: **October 12, 2010**; Payment MUST BE RECEIVED to place ad.

### Instructions for ad art work:

1. All ads must be camera ready, business cards or computer generated artwork is considered camera ready.
2. Ads can be sent in hard copy (to size) Please do not staple, fold or write on camera ready artwork.
3. Ads can be submitted in the following electronic formats – PDF, Word, JPEG.
4. Website advertising preferred GIF format .
5. Attach a hard copy of the ad (even if providing an electronic file) with check made out to Stevenson High School Hockey Association (SHSHA) to this form. Email electronic copies of ad to [shshyearbook@aol.com](mailto:shshyearbook@aol.com)



## 2010-2011 Stevenson High School Hockey Yearbook Advertisement Agreement



Name of Advertiser \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Advertiser Contact \_\_\_\_\_

Email address of Advertiser Contact: \_\_\_\_\_

Stevenson Hockey Player Name: \_\_\_\_\_

Please check the box next to the ads you wish to purchase:

**YEARBOOK**

**Gold Level – Full Page Premium**

- Back Outside Cover (Color)     \$500.00
- Inside Front Cover (Color)     \$475.00
- Inside Back Cover (Color)     \$475.00
- Center Page Left (Color)     \$450.00
- Center Page Right (Color)     \$450.00

- Green Level - Full Page (B&W)**     \$275.00
- White Level – Half Page (B&W)**  
4 x 10     \$150.00
- 5 x 8     \$150.00
- Black Level – Quarter Page (B&W)**     \$75.00
- Patriot Patron – Business Card**     \$35.00
- Patriot Donation (Cash) - No Ad**     \_\_\_\_\_

**Web Site Advertising** for 12 months on [www.Stevensonhockey.com](http://www.Stevensonhockey.com) and Yearbook

- Platinum Level - Website**     \$ 1,000.00
- Gold Level – Website**     \$ 750.00
- Silver Level - Website**     \$ 500.00

Special instructions regarding ad:

\_\_\_\_\_

\_\_\_\_\_

**Make Check Payable to:** Stevenson High School Hockey Association (SHSHA) and mail to  
Stevenson High School Hockey Association  
Attn: Yearbook Ad  
PO Box 542  
Lincolnshire, IL 60069

Please check that you have attached a copy of the ad (even if providing an electronic file) with check made out to Stevenson High School Hockey Association (SHSHA) to this form. Email electronic copies of ad to [shshyearbook@aol.com](mailto:shshyearbook@aol.com)