

GUIDELINES for Submitting Ads in the Music of the Knight Program Guide 2017

1. **The Program Guide Team** is a group of volunteer parents who are committed to putting together an engaging, high quality publication that serves the community, helps raise funds for the band and brings pride to the school. We can always use more help on our committee, please ask about joining our team!
2. **The Program Guide** is a combination of things. It serves as the program for the Music of the Knight competition; a fundraiser for the Marching Band; and as a Yearbook for the band members, with senior photos, sectional photos, person to person ads and occasionally candid shots. Our Program Guides are sold at the admissions table at Music of the Knight for a nominal fee. They are printed on 8.5"x11" paper in portrait format and bound.
3. **Program Guide Covers and Centerfold Color Insert Pages**
 - a. There are 4 covers to the guide, 2 inside and 2 outside. Only 3 are available for sale. The front outside cover is NEVER sold. Cover ads are the first to be sold and often sell out quickly.
 - b. Based on interest, Color pages are available in the center of the guide, and these pages are available on a first come, first serve basis.
 - c. Please verify that covers and centerfold color pages are still available BEFORE selling and accepting payment from a business. Contact info for questions is on the yellow ad form.
 - d. The cost of cover ads is higher to account for prime placement and color printing.
4. **Ad Quality**
 - a. The ads are only as good as the originals we are given! Quality degrades every time you print or re-scan a file. Electronic submissions are always the best possible option because it provides the best quality. Ad submissions that are often poor quality include newspaper clippings and photocopies.
5. **Ad sizes/shapes**
 - a. Be mindful of ad size and shape when selling to businesses or creating ads. Sizes and shapes are included on the Yellow Ad Form. Reductions from the 8.5x11 paper size are to accommodate margins.
6. **Ad Submission**
 - a. **We must receive ALL THREE PIECES of an ad for it to be included in the Program Guide** and for the student to receive credit. The pieces are:
 - i. **AD COPY** – this is the actual ad, business card -hard copy or electronic- however it is submitted
 - ii. **AD FORM**– this is the MOTK Program Guide Advertising Opportunity Form. This Ad Form **must be filled out completely**: **Student Name** (who gets the credit) **and contact info, Sponsor** (name/contact information of business or purchaser), **Size of the ad**, and **how the ad will be submitted**
 - iii. **AD PAYMENT \$** – the actual payment for your ad. Nothing happens until payment is received.
 - b. A note about “family” ads. If you, or a family member, are creating an ad for a student you can send that ad in electronically. Include a printout of your ad WITH your yellow ad form to help us match the form to the ad. Electronic submissions are better quality!
 - c. Submission types: **(Must check off one on the form)**
 - i. **Electronic Submission** – this is the preferred method of submission
 1. **Acceptable File formats are:** a) Adobe (.pdf) b) Word (.doc, .docx) c) Picture/graphics (.tif, .jpg) or d) Publisher (.pub).
 2. **SEND ALL ELECTRONIC ADS TO SHSKNIGHTADS@YAHOO.COM**
 - ii. **Camera Ready Copy Enclosed**
 1. Camera Ready means NO CHANGES. The submission is ready to be scanned/photographed AS IS.

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2. A hard copy of the ad should be attached to the yellow ad form. DO NOT staple or directly paperclip the ad to the form! Staple holes and paperclip wrinkles show on the scans. **Put the ad in an envelope or ziploc bag and staple/clip that to the form.**

iii. Create Ad from Enclosed

1. "Create from Enclosed" is typically used for ads needing changes or ads that need to be created from scratch. These submissions may include photos and hand written text.
2. For ads needing changes please be sure to detail the changes for us. DO NOT write on the original, write what you want us to do on the yellow ad form or a separate sheet. Please remember, we're not an advertising agency, just helpful parent volunteers.
3. If we are creating ads or making changes please submit those ads EARLY, as deadlines approach it is harder for us to accommodate the request.

iv. Copy Ad from last year

1. We take an ad that was run in the prior year's book and re-run the exact SAME copy. Beware of size changes and quality issues if a business wants to use this option.

d. CHANGES to your submitted ad

- i. Resizing vs Reshaping – Resizing an ad is only for making an ad larger or smaller. For example, taking a business card and blowing it up to a half page ad. Reshaping is converting between portrait and landscape format. Both can change the quality/clarity of the ad.
- ii. Copyright & Trademarks - Many businesses have copyright and trademark requirements. We're not allowed to do much more than resize most Adobe files submitted by businesses. Therefore, it's important to remember size and shape when submitting ads with copyright or trademarks.
- iii. The smaller the ad, and the more unique the font style, artwork and logos, the more difficult changes are to accommodate.
- iv. The later and closer to the ad deadline date the more difficult it is to accommodate changes.
We reserve the right to turn down difficult requests and ads will run as they are received.

7. DEADLINE means ALL PAPERWORK must be received by 5pm on Thursday, August 24, 2017

a. PLEASE be mindful of deadlines. Deadlines are NOT negotiable.

- i. Deadlines are established based on a set schedule.
- ii. Deadlines incorporate enough time for us to: complete and insert all ads; compile the Guide; credit the student; make necessary setup changes; receive proofs of our Guide from the printer; and make final adjustments to deliver on time for MOTK.

b. Deadlines are, unfortunately, often ignored. Please respect them.

- i. We typically receive 50% of the ads and funds that the Guide generates between Mini Band Camp in June and the deadline. (Approximately a 3 month time span to compile)
- ii. The other 50% is turned in the week of the deadline. (Less than 2 weeks to compile all the remaining ads) ***We reserve the right to turn down any late or incomplete submissions.***

c. PLEASE DO NOT WAIT to turn in an ad. If you have the payment, the copy and the form, turn in your ads to us either by mail, or at drop off times during band camp! The earlier an ad is turned in the greater flexibility we have with requests and changes. As deadlines get closer, and often pass, we simply do not have the time or resources to handle special requests.

8. QUESTIONS: Please speak to any member of the Program Guide team available at ad drop off times at SHS or Band Backer meetings. However, we won't have answers to all your point totals. We can track only ad points.

- a. Email the program guide team at shsknightads@yahoo.com
- b. Call the Committee Chairpersons listed on the Yellow Program Guide Ad form: Tara Gorr at 860-384-9302, Donna Fontano at 860-877-5057, Nicole Pyle at 860-919-4617.

Thank You!