



Zena M. Stefani
Adult Enrichment, Recreation and
Marketing Coordinator

Independent School District 200
Tilden Community Center
310 River Street
Hastings, MN 55033-2597
phone 651.480.7670
fax 651.480.7680
www.hastingscommunityed.com

Promote your **BUSINESS or ORGANIZATION** ...in the Hastings Community Education seasonal catalogs!

Dear Friend:

I invite you to **place your business or your organization's advertisement** inside **Hastings Community Education's seasonal catalogs**. Reserve your ad space for up to three seasonal catalogs at one time – so as to be sure to claim your spot – before all ad space is claimed!

Payment for ads may be made or charged at time of printing each catalog. **Better yet, SAVE 5% off the cost of all 3 ad insertions, if you commit to all 3 catalogs AND provide payment** (or credit card information) **so that each ad may be paid immediately following print production. SAVE an additional 3% when paying for the whole year (all 3 catalogs) at the time of the printing of the first issue!**

As you know, there are many benefits of ad placement in our catalogs, which now **reach 32,000 District 200 residents three times a year**. Hastings Community Education includes the communities of Hastings, Hampton, Miesville, New Trier, Vermillion – and the townships of Denmark, Douglas, Hampton, Marshan, Nininger, Ravenna and Vermillion. Thousands of people read our catalog.

Advertising in the Community Education catalog will help to support your community while helping your business or organization grow! **(Typical catalog shelf life: approximately 4-5 months)**

Enclosed, you will find a summary of advertising opportunities, including distribution dates, artwork deadlines, ad sizes, specifications and costs. **Reservations will be accepted on a first-come, first-served basis only.** Simply fill out the form below and fax it to 651-480-7680.

I look forward to hearing from you!

Sincerely,

Zena M. Stefani

Zena M. Stefani, Coordinator
Adult Enrichment, Recreation and Marketing

Community Education | 310 River St, Hastings | 651-480-7674 Direct | 651-480-7680 Fax | zstefani@hastings.k12.mn.us

Guidelines for Display Ads inside Hastings Community Education Catalogs

Output:

- Printed advertisement inside Hastings Community Education seasonal catalogs.

Content:

- Advertisers may determine the content of their ads, but the ads may not contain reference to tobacco, firearms, religion/spirituality, or sex. To continue our non-profit bulk mailing status, ads may not promote credit, debit or charge cards, offer insurance policies or promote travel.

Aesthetics:

- Advertisers may determine the design of their ads, but the ads must complement the overall design of the publication.
- In cases of questionable aesthetics, the Director of Community Education retains the right to determine appropriateness.

Logistics:

- Advertisers are accepted on a first-come, first-served basis until the predetermined number of ad slots are sold. Publications will not be enlarged nor will the educational offerings be jeopardized in any way because of ads. Businesses or organizations who offer programs in “competition” with Hastings Public Schools or Community Education will not be considered for inclusion.
- Advertisers may sign up in advance for ads up to one entire school year (three catalogs). In fact, we encourage this so as to ensure a spot is held for you so you don’t miss out!
- Ads must be paid in full prior to going to print each issue.

YES! Reserve my spot in the 2018-19 District 200 Community Education catalogs.

Name of business/organization: _____

Contact name: _____ Phone number: _____

Email: _____

Street address: _____ City, State, Zip _____

Catalog(s): Aug-Jan 2018-19 Jan-Apr 2019 Mar-Aug 2019 Ad Size: _____

I plan to send new ad copy for each issue: Yes No

Checks may be made payable to “*Hastings Community Education*”

Visa/Mastercard: 16-digit # _____ Exp. Date _____

3-Digit Security # _____ Name as it appears on the card. _____

I understand my credit card will be charged for the amount of the ad price for a single issue at the time it goes to print for each issue OR the full amount of all issues checked, as indicated below. Please choose:

Charge me at time of print for each issue

Charge me once for all issues at time of the first issue

(Save add'l 5 for all 3 issues + 3% off each ad price when paying for all 3 issues at one time.)

Signature, Date: _____

Hastings Community Education 2018-2019 Catalog Display Ad Spaces and Specifications

<u>Catalog Material Period</u>	<u>Artwork & Application Due</u>	<u>Distribution Date</u>
<p>● FALL 2018 ISSUE: <i>For period late August 2018-mid January 2019</i></p>	July 6, 2018	Approx. Aug 28, 2018
<p>● WINTER/SPRING 2019 ISSUE: <i>For period early January-early April 2019</i></p>	Nov 16, 2018	Approx. Dec 27, 2018
<p>● SPRING/SUMMER 2019 ISSUE: <i>For period early April-early August 2019</i></p>	Feb 23, 2019	Approx. Mar 26, 2019

<u>Ad Size / Specifications</u>	<u>Ad Sizes</u>	<u>Ad Price</u>
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All black & white ads, except inside back cover, which is also on a higher-quality bleached white paper. Final output of ad size may vary *slightly* due to printing processes.

1. Full page facing inside back cover, full color	9.75" H x 5.25" W	\$599 per catalog
2. Full page inside, black & white	9.75" H x 5.25" W	\$475 per catalog
3. One half page inside, black & white	4.875" H x 5.25" W	\$249 per catalog
4. One quarter page inside, black & white	4.875" H x 2.625" W	\$149 per catalog
5. One eighth page inside, black & white	2.438" H x 2.625" W	\$79 per catalog

Billing:

- Ads must be paid in full upon submitting ad. (Visa/Mastercard accepted!)
- Advertisers may sign up in advance for ads up to one entire school year (three catalogs). In fact, we **encourage this** so as to **ensure a spot** is held for you so you don't miss out!
- Advertisers accepted first-come, first-served until the predetermined number of ad spaces are sold.

Submitting Artwork:

Hastings Community Education **requires** all ads to be submitted electronically as a **press optimized, grayscale (no CMYK styles), high resolution PDF format with all fonts and images embedded**. Hard copy must be sent with ad.

- Image resolution: 300 dpi
- Line screen: 150
- Grayscale (no CMYK styles)
- Acceptable digital media: CD-ROM or emailed to zstefani@hastings.k12.mn.us

Email: zstefani@hastings.k12.mn.us

Fax hard copy to 651-480-7680

Mail or deliver with hard copy to:

Hastings Community Education
Attn: Zena Stefani, Marketing Coordinator
310 River Street
Hastings, MN 55033

Questions? Please don't hesitate to call Zena at 651-480-7674. **Thank you!**

Our Full Page Ad Size is 9.25 in. H x 5.25 in. W

Our 1/2 Page Ad Size is
4.875 inches High
X
5.25 inches Wide

Our 1/4 Page Ad Size is
4.875 inches High
X
2.625 inches Wide

Our 1/8 Page Ad Size is
2.438 inches High
X
2.625 inches Wide