



## St. Joseph School

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August 1, 2007

Dear SJS Family,

St. Joseph School and the auction committee are pleased to announce the theme of our 15<sup>th</sup> Annual St. Joseph School Auction, ***"Take me out to the ballgame!"*** This year's event will be held on Saturday, November 17<sup>th</sup> at the St. Joseph Church Guild Hall.

The auction committee is well on its way with the planning of this spectacular event. We will be asking the families of St. Joseph School to help in many ways throughout the next couple of months to make this year's event a great success. Our first plea to you, our SJS families, is to those who own local businesses and would like to advertise in this year's auction book. We extend this pre-invitation for priority advertising space to our families and their friends on a first-come basis through August 31, 2007. Payment will be required with registration to secure priority advertising space; actual advertisement artwork is not due until October 1, 2007.

Requests for Advertising letters will be sent to local businesses on September 1, 2007, in which all remaining advertising space will be offered to these businesses. Due date for all advertising will be Saturday, October 13, 2007.

The format has changed from previous years to a full 8 ½ x 11 book format. The advertisement pricing structure is as follows:

- ◆ 1/8 page black & white advertisement (business card) ~ 2" x 2 ¾" @ \$25.00 each
- ◆ 1/4 page black & white advertisement ~ 4 ¼" x 5 ½" @ \$50.00 each
- ◆ 1/2 page black & white advertisement ~ 8 ½" x 5 ½" @ \$75.00 each
- ◆ Full page black & white advertisement ~ 8 ½" x 11" @ \$150.00 each
- ◆ Full page color advertisement ~ 8 ½" x 11" @ \$200.00 each
- ◆ Full page premium– Inside Front Cover – color ~ 8 ½" x 11" @ \$350.00 each
- ◆ Full page premium– Inside Back Cover – color ~ 8 ½" x 11" @ \$350.00 each
- ◆ Full page premium– Back cover – color ~ 8 ½" x 11" @ \$350.00 each

We hope you will consider supporting the St. Joseph School 15<sup>th</sup> Annual Auction by securing advertising space in our book. Please return the attached registration form with payment made payable to St. Joseph Home and School Association.

Sincerely,

St. Joseph School Auction Committee ~ Advertising  
Diane Doyon