



## St. Joseph School

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September 1, 2007

To whom it may concern:

St. Joseph School in Bristol, Connecticut will be holding its 15<sup>th</sup> annual auction on November 17, 2007. This year's theme, ***"Take me out to the ballgame,"*** is sure to be exciting. The school's annual auction is the largest fundraiser, raising almost 50% of the fundraising budget in one single evening.

The auction committee is well on its way with the planning of this spectacular event and we invite our local businesses to join in and consider supporting this year's 15<sup>th</sup> annual auction by securing advertising space in our auction book. The auction book is our program for the night, compiling all of our donors, donated items and their descriptions, and our advertisers into one complete package for viewing.

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 artwork and payment, made payable to St. Joseph Home and School Association, by October 1, 2007. Premium (full page color) advertisement is secured on a first-come basis. Should your request be unavailable, you will be notified by a committee member for other available advertising options.

The St. Joseph School Auction Committee would like to take this opportunity to thank you in advance for your commitment to the community and to our school.

Sincerely,

St. Joseph School Auction Committee ~ Advertising  
Diane Doyon