



2018 Impressions on Ice Program Ads



It's time to sell and prepare your ads for the 2018 Impressions on Ice show!

For BMVFSC Junior and Senior Club members - the cost of the ad that you place in the program, or an ad that someone places on your behalf counts 100% towards your Junior and Senior Fundraising commitment!

It is a great feeling for our skaters to see an ad with THEIR NAME on it in the show program! Ads can come from family members, from friends, and from one skater to another, from a skater to their coach, or from groups of skaters to coaches. Ads in the show program can be sold to family, friends, and businesses. Ads in the program are a major source of fundraising income for the Burnsville-Minnesota Valley Figure Skating Club.

We encourage ALL skaters to sell ads to the local businesses which you support. If you are looking for ideas of whom to solicit ads, just look around at the various retailers you do business with – your favorite restaurants, hair/nail salon, dentist, orthodontist, sports-related stores, car dealership, bank, or your large corporation for whom you work. Friends and relatives with businesses are a good place to ask as well. A separate document has been created and emailed to you with information you can provide to businesses to describe the benefits to a business of placing an ad in the show program.

**For every \$100.00 of business ads that a skater sells, a ticket to one performance of the Impressions on Ice Show will be purchased by the Club for use by anyone the skater wants to give it to!
(These ads must be placed by a business, and the Skater's Name must be provided).**

Not sure what an ad should look like? Take a look at any previous Impressions on Ice program for ideas and inspiration!

ALL ads must be submitted no later than Friday, April 13, 2018.



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*** Ad Submission Instructions ***

- **If you need help in creating your ad, contact:**

- **Lori Collins at lacollins0671@gmail.com**

- Ads can be created on paper (using pen, markers, collage, etc), or can be created digitally using photos or graphics.
- Ads can be submitted electronically via email, on a CD or flashdrive, or a paper copy which we will scan for you.
- PDF or JPG formats are preferred.
 - Any other format will be scanned or converted to JPG (whichever works best for what was submitted.)
- All ads must be sized and oriented correctly (ad space is measured **width** first, then **height**).
- Email ads can be submitted to lacollins0671@gmail.com
- All submitted ads must include the following:
 - the ad
 - the attached form fully completed (1 for each ad)
 - a check made out to BMVFSC for the full amount of the ad(s). **Full payment must accompany the ad form – this includes ads placed by multiple skaters/coaches/parents – or the ad will not be added to the program. Invoices will be sent for business ads on request.**
 - **NOTE: The attached Ad Form is really important! It is the only way to double check that an ad you submitted via email is received and that you get the fundraising credit!!!**
- A single ad from a group of skaters must list **ALL** skaters contributing to the ad (if you are coordinating a group ad – look for a list of tips to help you out!)
- Payment, the ad form, ads not submitted by email should be placed in the folder labeled “**Show Ads**” in the skater cart at the rink or mailed to:

Lori Collins
12779 Floral Ave
Apple Valley, MN 55124
- **ALL ads must be submitted no later than Friday, April 13, 2018.** If this seems early – please consider the time needed to get them ready for the program and the time needed for the program to be proofed and printed!

Questions?

Contact Lori Collins

lacollins0671@gmail.com

612-290-7580



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Program Ad Sizes & Prices

Ad Size	Width x Height	Price
Personal Fun Size	2" x 2"	\$5.00
Business Card	3.5" x 2"	\$25.00
Quarter Page	3.5"w x 4.75"h	\$50.00
Half Page	7.5"w x 4.75"h	\$100.00
Full Page	7.5"w x 10"h	\$200.00
Inside Back Cover (Color)*	7.5"w x 10"h	\$250.00
Back Cover (Color)*	7.5"w x 10"h	\$300.00
Inside front Cover (Color)*	7.5"w x 10"h	\$400.00

*If selling or placing one of these...please contact first to make sure not already sold!

Deadline for all ads is Friday, April 13, 2018

2018 Impressions on Ice Program Ad Form

Please complete and submit the following form for EACH ad

Skater's Name: _____
(if the ad is from a group of skaters, please list ALL skaters names. Use a separate sheet if needed.)

Name of Person Placing ad: _____

Email of Person Placing the ad: _____

Place an "X" next to size of ad(s) that are being placed:

Personal Fun Size	_____	Full Page	_____
Business Card	_____	Inside Back Cover	_____
Quarter Page	_____	Back Cover	_____
Half Page	_____	Inside Front Cover	_____

Ad is Submitted: Email _____ Hard Copy _____ CD/Flashdrive _____

- This form and any ads not submitted by email should be placed in the folder labeled "Show Ads" in the skater cart at the rink or mailed to:
Lori Collins
12779 Floral Ave
Apple Valley, MN 55124
- Email electronic ads to lacollins0671@gmail.com