



2018 Impressions on Ice Program Ads



It's time to get your ads ready for the 2018 Impressions on Ice show!

Ads that appear in the Impression on Ice program are always a huge hit. Skaters love to see the messages that their friends, family and other skaters have created for them. Ads come from family members, from friends, from one skater to another, from a skater to their coach, or from groups of skater to coaches. Ads in the show program can be sold to family, friends, and businesses.

We encourage ALL skaters to sell ads to the local businesses which you support. If you are looking for ideas of from whom to solicit ads, just look around at the various places that you do business with – your favorite restaurants, your hair/nail salon, your dentist, your orthodontist, sports-related stores, your car dealership, your bank, your large corporation for whom you work. Friends and relatives with businesses are a good place to ask as well.

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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* Instructions For Submitting Ads *

- **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!!!**
- 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!)
- **ALL ads must be submitted no later than Friday, April 13, 2018.**
- Payment, the ad form, and ads not submitted by email should be given to Jill Culver at the Burnsville Ice Center or mailed to:

Lori Collins
12779 Floral Ave
Apple Valley, MN 55124

Questions? Help Needed?? Need ideas??

Contact Lori Collins
lacollins0671@gmail.com
612-290-7580



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Program Ad Submission Form

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

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 _____

All submitted ads must include the following: (1) this form fully completed (2) check made out to BMVFSC.

- Email electronic ads to jacollins0671@gmail.com
- Full payment must accompany the ad. Payment, this form and ads not submitted by email should be given to Jill Culver at the Burnsville Ice Center or mailed to:

Lori Collins
12779 Floral Ave
Apple Valley, MN 55124