

September, 2010

Welcome Back El Rodeo Families!

We are in the process of compiling the 2010-2011 El Rodeo Student Directory, and invite you to support the PTA with either a family tribute listing or an advertisement for your business/company. This is a great resource for every family and is used for the full school year (and the summer) to access both student and school information.

Tribute/advertising units are being sold in full page, ½ page and ¼ page sizes, and artwork can be forwarded via email to the address below in PDF format or dropped in the “ER Directory” box in the main office. The forms for ads/tributes is attached herewith, or can be downloaded from the website. The **due date for forms, payment and artwork will be early October**, so please don't delay. We will post final deadline shortly.

If you have any questions, please contact Adam Gower via email at:

[agower@downtown-properties.com](mailto:agower@downtown-properties.com).

We appreciate and are looking forward to your support!

Adam Gower  
Directory Chair

**EL RODEO 2010-2011 STUDENT DIRECTORY  
ADVERTISING FORM**

**CONTACT INFORMATION**

Name of Business: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Type of Business: \_\_\_\_\_

**AD SIZE - please check one and indicate if you prefer the FULL COLOR option (price in brackets)**

\_\_\_ Full Page = \$350 (\$700)    \_\_\_ Half Page = \$175 (\$350)    \_\_\_ Quarter Page = \$90 (\$180)

\_\_\_ First Full Page Yellow Pages, \$450\* (\$900)

**ARTWORK (please check one)**

\_\_\_ NEW artwork    \_\_\_ Use my artwork from last year (last year's artwork is at the printer)

*\*Offered on a first-come basis – priority will be given to those taking any of these spots in full color  
Please note that special positioning will **not** be offered within advertising section, and ad creative is subject to approval of  
ER Directory Committee, PTA and Principal.*

Please forward artwork in pdf format via email to [agower@downtown-properties.com](mailto:agower@downtown-properties.com) OR enclose black & white or color, camera-ready artwork or a business card and return form and artwork to the school office at the address below:

**PAYMENT**

Please make payment by check payable to EL RODEO PTA and mail it attention:

Adam Gower  
Student Directory  
El Rodeo Elementary School  
605 Whittier Drive  
Beverly Hills, CA 90210

*I understand that the information contained inside the El Rodeo Student Directory is considered private and confidential and is not intended for general publication or circulation. I further understand that by placing an ad, I am not receiving a Student Directory or a mailing list.*

SIGNATURE \_\_\_\_\_

Questions: Please contact Adam Gower at [agower@downtown-properties.com](mailto:agower@downtown-properties.com)