



February 15, 2011

Danvers PME - Ad book fundraiser

We want to make sure that every PME family is aware that that we are actively soliciting for the first **Danvers PME Advertisement book**. This important fundraiser will reach an estimated audience of 2,000 people throughout the year. This book will debut in May at the Spring Concert.

Our fundraising goal is:

3 inside facing covers and one back page cover (\$500 each)

8 full page ads (\$250 each)

16 - ½ page ads (\$150 each)

16 - 1/4 page ads (\$75 each)

24 - 1/8<sup>th</sup> page ads (\$35 each)

50 One-line shout-outs to be part of the concert insert (\$10 each)

The Ad Book Committee is asking for everyone's help in order to reach our goal of **\$6,000**. If you frequent a local business in Danvers please consider talking to them about purchasing ad space.

We have created a sales packet to help people discuss the fundraiser which is available on the PME website: [www.danversband.org](http://www.danversband.org), or by email from the committee co-chairs.

To avoid duplication of sales, please contact Liz Conrad for a list of businesses available.

**PLEASE NOTE THAT THE DEADLINE FOR ARTWORK IS MARCH 25, 2011.**

Thank you for your support!

Liz Conrad, [liz.conrad98@gmail.com](mailto:liz.conrad98@gmail.com)  
and Charlotte Jordan, [cjordan04@msn.com](mailto:cjordan04@msn.com)

**2011 Ad Book Committee Co-Chairs**