



North Dallas Early Childhood PTA

A Non-Profit Organization
 Affiliated with the Texas Congress of Parents & Teachers and The National Parent Teacher Association

Dear Neighborhood Business,

The North Dallas Early Childhood PTA is a vibrant non-profit organization comprised of 250+ caring and dedicated *households* with preschoolers who live in your surrounding area. THE NDECPTA connects local families via play groups, informative programs, community service outreach and couples' events throughout the year.

Our group publishes a monthly **newsletter** which highlights advertisers, special events, upcoming activity locations and community news. Our website, www.ndecpta.com, & our robust Facebook page actively serve as online informational hubs for our members. Both websites list activities for parents and children and consistently direct members to our select list of advertisers. Our group's reach and involvement in the community is expansive and continues to grow each year.

Thank you for your feedback on our previous advertising packages! We're thankful our referral base has led to your sustained business growth & have listened to your request for more member exposure! I'm pleased to offer our updated advertising details for the 2016-2017 year:

| ADVERTISING LEVEL | | 1x COST |
|-----------------------|---|----------|
| Silver Level | Includes link & logo on the www.NDECPTA.com website to run from September 2016 - August 2017 along with a direct link to your actual website in our monthly newsletter. Any promotions you have may be emailed to me and I will post directly to our extremely active Facebook Page. Companies are limited to a 2x per month post maximum. | \$150.00 |
| Gold Level | Includes link & logo on the www.NDECPTA.com website to run from September 2016 - August 2017 along with a direct link to your actual website in our monthly newsletter. Any promotions you have may be emailed to me and I will post directly to our extremely active Facebook Page. <i>The Gold Level Advertisers will also receive their Name and Logo on the back of our member T-shirts to be worn at our events in the community and around town.</i> | \$250.00 |
| Platinum Level | Is only offered to the FIRST 8 advertisers & includes link & logo on the www.NDECPTA.com website to run from September 2016 - August 2017 along with a direct link to your actual website in our monthly newsletter. Any promotions you have may be emailed to me and I will post directly to our extremely active Facebook Page. Platinum Level Advertisers will receive their Name and Logo on the back of our member T-shirts to be worn at our events in the community and around town and <i>will be 1 of 8 Platinum advertisers to have a 5 minute presentation at the start of one of our monthly meetings or a member-only event.</i> | \$500.00 |

To be eligible for the Gold and/or Platinum levels, I must have received your signed contract, payment and logo no later than July 1st, 2016 so our printer can print and process the t-shirts in time for the new school year. The Silver Level needs to be complete by July 15th, 2016.

Checklist:

- Completed and signed contract (Page 2 of this letter)
- Color logo/artwork for newsletter and website
- Complete payment to NDECPTA via check or PayPal
 - * A check may be made payable to **North Dallas Early Childhood PTA** and mailed to NDECPTA treasurer Jo Marsey at 5520 Willow Ln. Dallas, Texas 75230 or via PayPal for the advertisement fee PLUS PayPal processing fee to northdallasecpta@yahoo.com
 - * Artwork may be emailed to ndecptaadvertising@gmail.com.

Thank you for choosing to advertise in our publications for the upcoming 2016-2017 year! Feel free to call or email me with any questions or feedback.

Kind Regards,

Jessica Chiarizio, NDECPTA Advertising Chair, ndecptaadvertising@gmail.com, 972.838.3575



2016-2017 Newsletter, Directory and Website Advertising Contract

Name of Business: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Email Address: _____

Phone: _____

I would like to place the following ads:

| | | | |
|------------------------------|--|----------|--------------------------|
| Silver Level | <ul style="list-style-type: none"> ● Monthly newsletter link ● Color logo on the www.NDECPTA.com website | \$150.00 | <input type="checkbox"/> |
| Gold Level | <ul style="list-style-type: none"> ● Monthly newsletter link ● Color logo on the www.NDECPTA.com website ● Logo printed on the NDECPTA t-shirt | \$250.00 | <input type="checkbox"/> |
| <u>Platinum Level</u> | <ul style="list-style-type: none"> ● Monthly newsletter link ● Color logo on the www.NDECPTA.com website ● Logo printed on the NDECPTA t-shirt ● 1 of 8 advertisers to be featured at the start of a NDECPTA Member-Only Event/ Meeting | \$500.00 | <input type="checkbox"/> |

*Monthly newsletter and logo on the NDECPTA website advertising benefits run from September 2016-August 2017

Please mail your check in the full amount to treasurer Jo Marsey, payable to NDECPTA, at 5520 Willow Ln, Dallas, TX 75230 or submit fee (plus transaction fee) via PayPal at northdallasecpta@yahoo.com by **July 1st, 2016 for Platinum and Gold levels** and **July 15th, 2016** for Silver Level. The preferred method to receive contracts is via scan/email to ndecptaadvertising@gmail.com.

Please email artwork to ndecptaadvertising@gmail.com

** PLEASE NOTE THAT IF YOU ARE AN ADVERTISER AS WELL AS A MEMBER, OUR MEMBER DIRECTORY DATA IS NEVER TO BE USED FOR YOUR BUSINESS AND/OR BUSINESS SOLICITATIONS. **