



## BETHESDA-CHEVY CHASE HIGH SCHOOL PTSA STUDENT DIRECTORY 2011-12

Summer 2011

Dear B-CC parents and friends,

Each year the PTSA publishes a Student Directory that is an invaluable resource for all B-CC families and faculty. It is distributed free of charge in the fall of each year to all students and staff, and to parents who join the PTSA. Advertising in the directory is a great way to show your support for the school and also give all who receive a directory a chance, in turn, to support your business and/or service. We heartily encourage our school community to support all advertisers!

Advertising opportunities available include full page (\$350), half page (\$225), and business card (\$125) sizes.

We also have premium advertising spaces available on the back cover (\$800), the inside front and back covers (\$650), and divider pages (\$500).

As a way to give every advertiser the first and equal chance to get the premium spots, which are always in high demand, we are holding a lottery once again this year for those locations. Companies interested in a premium location or a regular ad should complete the attached form and send it to AtoZ Directories by August 15<sup>th</sup>, 2011. Once the lottery is held, AtoZ Directories, a local company with whom we are working this year to help us produce the directory, will contact you to let you know your location and all the other details you will need. There is no need to send payment or artwork until your location is finalized.

A directory ad form is attached and can also be found on the school website on the Parents page ([www.bccptsa.org](http://www.bccptsa.org)). Please feel free to pass it on to local merchants that you think might be interested in advertising. Keep cool, have a great summer and thanks in advance for your support!

Best regards,

The B-CC PSTA Directory Committee

Contact: [directory@bccptsa.org](mailto:directory@bccptsa.org)



# BETHESDA-CHEVY CHASE HIGH SCHOOL PTSA

## STUDENT DIRECTORY 2011-12

### Advertising Agreement

Yes, I want to support B-CC High School. I hereby agree to purchase an ad in the 2011-2012 Student Directory.

Advertiser: \_\_\_\_\_

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

\_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Contact person: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

	<b>Ad Size</b>	<b>Cost</b>
___	Back Cover	\$800
___	Inside Back Cover	\$650
___	Inside Front Cover	\$650
___	Divider Page	\$500
___	Full Page	\$350
___	Half Page	\$225
___	Business Card	\$125

Please let us know your desired location(s) by numbering them in order of preference. If you don't get your first preference, you will be entered into the lottery for your 2<sup>nd</sup> preference and this will continue until you are allocated a location. Your form must be returned to AtoZ Directories by August 15<sup>th</sup>, 2011 via fax/email/mail.

AtoZ Directories  
12 Taft Court, Suite 104  
Rockville, MD 20850  
Phone: (240) 206 6273 X 101  
Fax: (240) 206 6275  
[mike@atozdirectories.com](mailto:mike@atozdirectories.com)

If you have any questions, please do not hesitate to contact the AtoZ Directories team or the B-CC PTSA Student Directory Committee at [directory@bccptsa.org](mailto:directory@bccptsa.org).

**Thank you for your support!**