



## *BCE Mail Advertising Program* Special Opportunity

Burlingame Community for Education Foundation (BCE) has an exciting advertising program that allows your ad to be sent directly to the more than 2,000 families in the Burlingame School District. These are families that care about the businesses that support their children.

You have a special opportunity to get our ***Early Bird Discount*** for your *BCE Mail* ad.

- Repeated promotion of your offer to more than 2,000 Burlingame families
- Ads sent directly to families' homes – in mail that they open
- Your ad included in six BCE mailings to Burlingame School District parents

*BCE Mail* advertisers get access to this highly-desired audience for a special ***early-bird price of \$349***. With this discount, of more than 50%, your ad will be included in five BCE mailings plus the BCE Annual Report mailing. And, your BCE ad expense is fully tax deductible.

This offer is available for a limited time only – *BCE Mail 2009-2010* advertisements only accepted until July 31, 2009. Please contact me for information about how to secure your spot in this year's *BCE Mail* program – 650-766-8969 or nicolejohnsonbce@gmail.com.

Nicole Johnson  
Program Manager  
Burlingame Community for Education Foundation

P.S.

*BCE Mail* advertisers' ads will be included in a special bonus mailing – the BCE Annual Report.

**Burlingame Community for Education Foundation**

Post Office Box 117730 • Burlingame, CA 94011-7730  
(650) 259-3824 • [www.bcefoundation.org](http://www.bcefoundation.org)

Burlingame Community for Education Foundation is a non-profit 501 (c) (3) organization, ID# 94-2722072



# *BCE Mail Advertising Program* Overview

*BCE Mail* gives you a special opportunity to have your ad sent directly to the more than 2,000 families in the Burlingame School District. These are families that care about the businesses that support their children. *BCE Mail* ads will be included in mailings to Burlingame School District parents throughout the school year.

If you need help with layout/design of your ad, we recommend working with NOLA Marketing. This firm handles design and marketing for BCE and has agreed to special rates for *BCE Mail* advertisers.

NOLA Marketing  
650-342-1304  
info@nolamarketing.com

## ***BCE Mail 2009-2010 Ad Pricing***

- Standard pricing  
\$700 for 2009-2010 mailings
- **Special early-bird rate \$349\***

\**BCE Mail* Advertising Agreement and artwork must be received by July 31, 2009.

## ***BCE Mail Dates***

- September 2009
- October 2009
- December 2009
- February 2010
- April 2008
- May 2008

## ***BCE Mail Ad Artwork Specifications***

- 8" x 3" *No Bleeds*
- Black and white **OR** four-color process
- All text outlined

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## **Accepted File Formats**

### ***PDF***

Please submit as a PDF/X-1a file. PDF X-1a is a subset of the Adobe Portable Document Format. It restricts the content and structure of PDF files so they can be reliably used in print production environments. Detailed information about PDF/X-1a can be found at:  
[http://partners.adobe.com/public/asn/en/print\\_resource\\_center/PDFX.pdf](http://partners.adobe.com/public/asn/en/print_resource_center/PDFX.pdf)

- Fonts embedded
- CMYK
- 300dpi

### ***TIFF***

- CMYK
- 300dpi

### ***Adobe Illustrator (.EPS)***

- Fonts outlined
- CMYK
- All resource files included in the ad @ 300dpi (logo, graphics and photos)

### ***File Formats NOT Accepted***

- Quark Xpress Files
- Adobe InDesign Files
- Files with RGB or Pantone spot colors

## ***BCE Mail Artwork Delivery***

### **Files Smaller than 5mb:**

- Email to [emily@nolamarketing.com](mailto:emily@nolamarketing.com)

### **Files Larger than 5mb:**

- Use YouSendIt (*free*) – [www.yousendit.com](http://www.yousendit.com)
- Mail CD or DVD to:  
Emily Matthews  
Burlingame Community for Education Foundation  
1440 Castillo Avenue  
Burlingame, CA 94010

*Please provide a full-sized color proof of your artwork/ad.*

## ***BCE Mail Questions***

Emily Matthews  
VP Marketing, Burlingame Community for Education Foundation  
[emily@nolamarketing.com](mailto:emily@nolamarketing.com)  
650-342-1304

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# BCE Mail Advertising Program Advertising Agreement

The undersigned agrees to advertise in *BCE Mail* for 2009-2010.

**Artwork and payment are due by July 31, 2009.**

Name: \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Print Name \_\_\_\_\_

Pay by check (please include)  or credit (Visa/Mastercard)

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Security Code \_\_\_\_\_

Amount to Charge: \$ \_\_\_\_\_

Signature \_\_\_\_\_ Print Name \_\_\_\_\_

***Your payment for advertising is fully tax deductible. Please keep one copy of this agreement for your records.***

**Mail completed agreement and check or credit card information to:**

Burlingame Community for Education Foundation (BCE)  
c/o 1440 Castillo Avenue  
Burlingame, CA 94010

**For payments by credit card, fax agreement and credit card information to:**

650-240-1431

**More Information**

If you have questions, please contact Emily Matthews, VP Marketing, Burlingame Community for Education Foundation – 650-342-1304 or [emily@nolamarketing.com](mailto:emily@nolamarketing.com).

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