



November 2011

Dear Friends of the Edgemont Schools:

The Edgemont PTA and PTSA's annual fundraiser, Spring Fête 2012, is one of Edgemont's best attended events rallying our community in support of all of the Edgemont Schools. This year, it will take place on Saturday, April 21, 2012, at Sunningdale Country Club. Last year's event sold over 400 tickets and raised funds that are now being used by the PTA and PTSA to fund programs and services for students in Edgemont from Kindergarten through their senior year in High School.

Once again, we are planning a commemorative journal and would be especially honored by your support this year. Your journal advertisement will be given to all attendees in what we think of as a "yellow pages" for people and businesses that support the Edgemont schools. Parents keep their Spring Fête journals as a resource enabling them to support the businesses that advertise with us when they make new purchases or seek service providers year-round. Last year we introduced another opportunity to "promote" our valued partners and added an "Index of Advertisers" from the 2011 Spring Fete to the 2011/2012 Edgemont Student Directory. Edgemont parents regularly refer to this Directory and our journal advertisers will now find that their business will automatically be listed on the front inside cover of the following year's Student Directory along with a message from PTA and PTSA encouraging our community to support the businesses that help support our schools. In addition the PTA and PTSA websites send the identical message to the Edgemont community and again provide a link to the "Index of Advertisers"!

On the reverse of this letter, please find our Journal Advertisement Agreement which outlines the various advertisement opportunities. Your support enables us to continue to provide the quality and breadth of programs to our nationally recognized school district.

Proceeds raised by this event are divided between the Edgemont PTA (serving Greenville and Seely Place Elementary Schools) and the Edgemont PTSA (serving Edgemont Junior/Senior High School) and will be used for school supported projects, activities, the Arts, parent education and in a variety of other educational endeavors, district-wide.

We are proud of our children and our prestigious school system. Our school district's renowned scholastic record is partnered with our outstanding athletic achievements as well as our dedication to the Arts. It is through your remarkable community spirit and support that we are able to help our children explore and realize their goals.

If you have any questions, please do not hesitate to contact us and thank you for your generosity.

Edgemont PTA/PTSA Spring Fête Journal Co- Chairs

Karen Rutter

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## Journal Advertising Agreement

The following advertisements are available. Please circle your selections:

<u>Ad size</u>	<u>Amount</u>
- Full Page (7-1/2" w x 9-1/2" h).....	\$500.
- Half Page (7-1/2" w x 4-1/2" h).....	\$250.
- Quarter Page (3-1/2" w x 4-1/2" h).....	\$125.
- Business Card (3-1/2" w x 2" h) .....	\$50.

**All ads must be provided exactly as you wish them to appear (i.e. camera ready).**

DEADLINE FOR ARTWORK AND COPY: March 9, 2012.

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

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please return this contract with payment and advertisement as soon as possible to reserve your ad space to:

**Annual Journal, c/o Edgemont PTA/PTSA,  
Karen Rutter  
172 Clayton Road  
Scarsdale, NY, 10583**

Please make your check payable to: **Edgemont PTA/PTSA**

If you wish to submit artwork or copy on disk, or if you need further information, please contact Karen Rutter, Journal Co-Chair, by e-mail: KarenRutter2@gmail.com or by phone: (914) 713-8503 or Suzie Perlman, Journal Co-Chair by e-mail: SuzannePerlman@yahoo.com or by phone: (914) 725-7033.

If you wish to submit your ad via **e-mail**, please send, in jpeg form

**Thank you for your support of Edgemont Schools!!**

*Contributions are tax deductible to the extent allowable by law.*

For use by Advertising Committee: