

# Help pay for your hockey fees by selling ads in our program book!

Players earn credit toward their hockey club account balance by selling advertisements for the hockey club program. The ad campaign begins September 30th and ends November 17th. The money raised by each player is credited to his club account by an amount based on the size and type of ad sold.

## Ad options

Local Businesses are able to advertise in our annual program and/or on the website: [www.northhillshockey.org](http://www.northhillshockey.org)

- Ads in the book are full, half or business card size. Half-page or larger will receive an additional listing on our website sponsor page with their business and contact information.
- Website ads rotate on the website. If available, the ad will link to the business's website.
- The red & white package includes both the 'website only ads and a full-page ad in the ad book.

*Our site received over 46,500 page views last season and had almost 4,400 users. Any website item will run from October to September of each year.*

## Account credit

Players earn credit based on the type and size of the ad that they sell. The players account will be credited 80% of the selling price of all ads except website only ads, which receive full credit. Credits earned exceeding players' fees will be added to the general club account.

## Ad size and player credit amounts will be as follows

Type of Ad	Size & Specs	Sales Price	Player Credit
Red & White Pkg	Web + full page	\$275	\$200
Back Cover	8.5 x 11 in.	\$175	\$105
Inside Covers	8.5 x 11 in.	\$150	\$90
Full Page	8.5 x 11 in.	\$125	\$70
Half Page	8.5 x 5.5 in.	\$80	\$45
Business Card	4.125 x 2.5 in.	\$40	\$20

1. All ads must be print-ready (needing minimal production/set-up)
2. Ads can be submitted electronically to [nhhockeyads@northhillshockey.org](mailto:nhhockeyads@northhillshockey.org)
3. All ads, ad forms and full payment must be turned in no later than January 29, 2021.

## **Ad distribution (see 2023 protected ad list on website homepage)**

1. Returning players: any returning player who sold an ad last season retains ownership of that ad. Ads that are claimed will be listed on the [nothillshockey.org](http://nothillshockey.org) website. **Players can reserve ads that previously ran last year and are not on the protected list on the website. To reserve an ad, email [nhhockeyads@northhillshockey.org](mailto:nhhockeyads@northhillshockey.org) with the player's name and business name. Reservations are first come based on email timestamp.**
2. *If a player sells an ad that is already reserved, the credit will go to the player that owns the ad and not the player that sold the ad.*
3. Ads sold will be posted as they are turned in on the [www.northhillshockey.org](http://www.northhillshockey.org) website. **Please check it often so we do not wear our welcome with local business owners by repeatedly calling them.**
4. Premium position 2023 advertisers get first chance at the same spot for 2024.

**You can mail completed forms and payments to the address below or give them to your team manager.**

Amy Peindl  
309 Bayberry Drive  
Pittsburgh, PA 15237

## **SALE TIPS/ INFO**

- Contact friends/family business owners
- Visit local business.
- Use the word "sponsor". Have the player visit the business with you or on their own. Business owners are more likely to say yes and shows that the club is doing its own fundraisers and is not giving a portion of the money to a company that does it for them.
- Ads may be tax deductible as advertising or donation (they should contact their tax accountant to verify).
- The Program is distributed to NHC families and sponsors.
- Sell or buy "GOOD LUCK" ads for your players.
- Website ads provide great exposure for businesses both in number of viewers and repetition. Website ads are 100% credit to the player's account.
- **Follow up with a Thank You note.**

Please send me an email with any questions.

Amy Peindl  
[nhhockeyads@northhillshockey.org](mailto:nhhockeyads@northhillshockey.org)