



# Dads' Night

## A 66-Year Tradition of Giving

You may be familiar with Ridgewood's "Dads' Night".

"Dads' Night", now in its 66<sup>th</sup> year, is an annual fundraiser for the Somerville / Hawes Grammar Schools of Ridgewood. Over 200 Dads will participate this year in putting together a variety show. Dads are responsible for all aspects of the show, from script writing to making costumes. The money raised goes toward wish list items for the schools, including computers, books, classroom/playground equipment, enrichment programs and more. These are items for which the schools have no other source of funding. There is an opportunity for local businesses to advertise in this year's show program.

Why Advertise with Dads' Night?

- Our program averages more than 200 pages and we distribute approximately 1000 copies each year.
- Dads, their families and supporters of Dads' Night make it a point to patronize the advertisers in our program.
- Last year, among the 200+ Dad's on our email list, over 2,000 references were made for everything from Pet Care to Children's Party places to Dentists, and everything in between.
- This year we are unveiling a new Sponsor's Page on our website, which will allow direct connection from the page to your website. A tremendous opportunity for referrals (does not apply to business card size ads).

We are offering special opportunities for local businesses to secure prominent positioning in our program again this year. The attached rate sheet details these opportunities, which include Gold and Silver pages as well as inside and back cover positioning. These pages will be sold on a first come, first served basis, so please do not hesitate to place your ad. Past and present advertisers have found that the addition of a coupon to an ad is a great way to increase its appeal to your target customer. As an added incentive this year, all business advertisers placing a full page ad or greater in our program will be named in an ad in the Ridgewood News highlighting the businesses that support Dads' Night.

We hope that you will consider placing an ad in this year's program. We believe it is a great opportunity to help your business while supporting the children of our community.

Please see the attached form for rates and details, as well as contact information for questions. **Deadline for submissions is 2/19/2010.**

If you have any questions, please do not hesitate to give us a call.

Thank you in advance for your support.

**Joe Mariniello & Mike Zuckerman**

2010 Dads' Night Advertisement Co-chairs

Day: 201 390-4429 (JM)/ 201-747-5936 (MZ)

Evening: 201-445-6636 (JM)/ 201-612-6806 (MZ)

E-mail: [jmariniello@mariniello.com](mailto:jmariniello@mariniello.com) / [mikezuckerman@rocketmail.com](mailto:mikezuckerman@rocketmail.com)

# 66<sup>th</sup> ANNUAL SOMERVILLE-HAWES DADS' NIGHT SHOW

March 2010  
Program Advertising Contract

I would like to support the 66<sup>th</sup> Annual Somerville-Hawes Dads' Night Show by placing an advertisement in the Show Program.

Advertiser's Name: \_\_\_\_\_

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

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

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

**Select Ad Size:**

	<u>Rate Schedule</u>	<u>Height</u>	<u>Width</u>
<input type="checkbox"/>	Full Page (\$175)	9 1/2"	7 1/2"
<input type="checkbox"/>	Half Page (\$95)	4 3/4"	7 1/2"
<input type="checkbox"/>	Quarter Page (\$50)	4 3/4"	3 3/4"
<input type="checkbox"/>	Business Card (\$40)	2 3/8"	3 3/4"

**Special Ad Pages:**

- Back Cover (\$1500)      9 1/2"      7 1/2"
- Inside Front/ Back (\$1000)      9 1/2"      7 1/2"
- Gold Page (\$500)      9 1/2"      7 1/2"
- Silver Page (\$250)      9 1/2"      7 1/2"
- Video Ad (\$300)      Displayed before show/intermission
- Gold Page/Video Package (\$750)
- Silver Page/Video Package (\$500)

Make check payable to "**Somerville-Hawes Dads' Night**"

Full payment and camera-ready artwork must be submitted with this contract unless you wish to use the same ad you placed last year.

Check here to use the same ad as last year

**Mail to: Dads' Night**  
c/o Joe Mariniello  
489 Colonial Road  
Ridgewood NJ 07450

**Questions?**    *Joe Mariniello:(Day) 201-390-4429 (Evening) 201-445-6636*  
*Mike Zuckerman: (Day) 201 747-5936 (Evening) 201-612-6806*

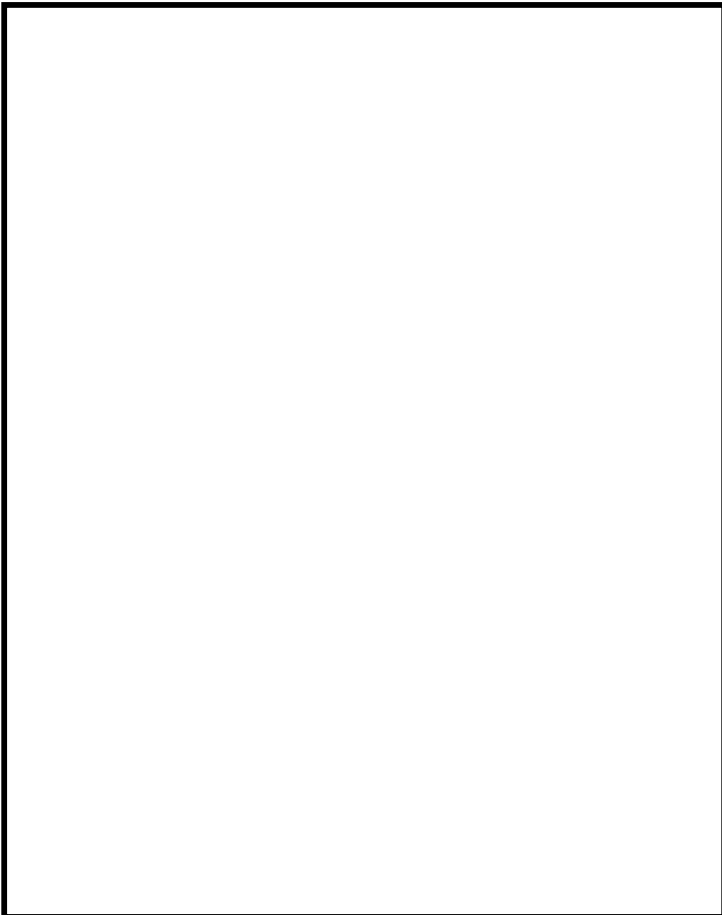
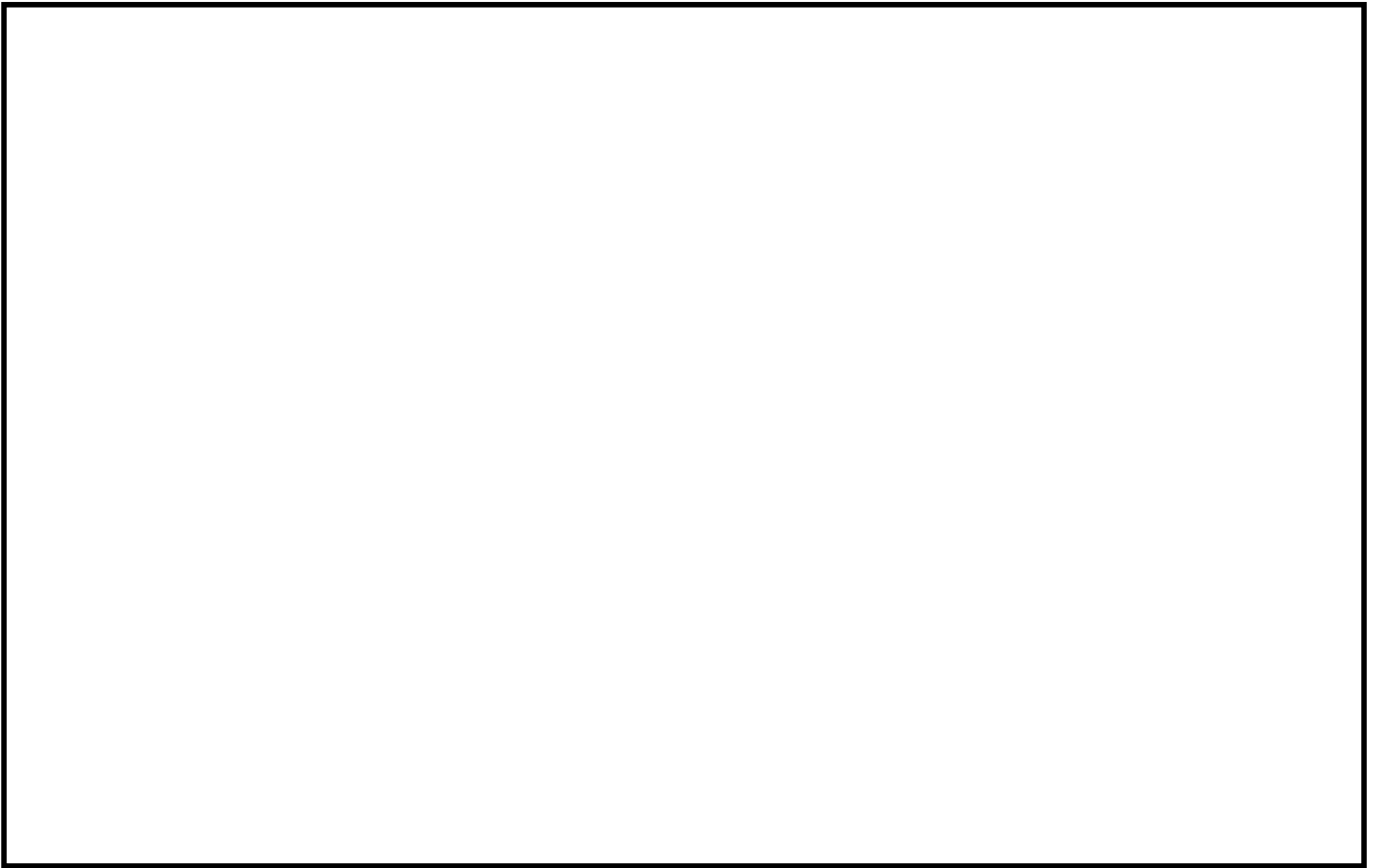
**Due Date: February 19, 2010**

Office Use Only

Sold by: \_\_\_\_\_

- Paid
- Ad Copy
- Layout

Check Number: \_\_\_\_\_



### **Personal Ad Squares**

- Use the above square to design your own personal  $\frac{1}{2}$  page ad.

-or-

- Use the square on the left to design your own  $\frac{1}{4}$  page ad.

**NOTE:** Dark colors work best.