












# Effective Advertising in the NCPE Buzz Book

The North Caldwell Partnership for Education (NCPE) is currently accepting advertising for our 2017-2018 Buzz Book. The Buzz Book is a handbook and contact directory of parents and students that attend Grandview and Gould schools, the public elementary schools in North Caldwell. **Almost 450 copies** of the Buzz Book are distributed in September to families with children in North Caldwell schools and these families are interested in supporting local businesses. *The Buzz Book is a “must-have” resource for our parents, with many carrying these books with them at all times - in their purses, briefcases, and in their vehicles!*

Our local businesses have been generous supporters of the NCPE. The Buzz Book provides year-round exposure to a key customer segment for a very reasonable price. Please consider placing an ad in the Buzz Book to inform our families about the services you provide. Proceeds from Buzz Book advertising go directly to our schools with past support providing children with safer playground equipment, education enrichment programs, and advanced technology in the classrooms.

Ad pricing for the 2017-2018 Buzz Book is as follows:

-  Full page cover (5 ¼ in width x 8 in height) \$250 **SOLD OUT**
-  Full page TAB (4 ¾ in width x 8 in height) \$225 *First come/first serve*
  -  Activities
  -  Dining
  -  Health/Fitness
  -  Real Estate
  -  Shopping
  -  Services
-  Full page ad (4 ¾ in width x 8 in height) \$200
-  Half page ad (4 ¾ in width x 4 in height) \$125
-  Third page ad/Business card (4 ¾ in width x 2<sup>2</sup>/<sub>3</sub> in height) \$75

If you are interested in submitting an ad, please print this page and complete the requested information:

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

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

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

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

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

Please send this form and your check (payable to the NCPE) to Ashley Pines, 3 Chestnut Hill Road, North Caldwell, NJ 07006 by **August 1, 2017**. Questions and/or electronic copies of your advertisement or business card can be sent to [buzzbook@ncpartnership.org](mailto:buzzbook@ncpartnership.org). We thank you in advance for your support of North Caldwell Schools.