



Bella Vista Town Watch, Inc.
P.O. Box 63955
Philadelphia, PA 19147
Phone: (215) 627-0057

Bella Vista Town Watch, Inc.
is an independent, non-profit
neighborhood organization.

Our mission is crime prevention
through police support, education,
awareness and a street presence.

Our goal is to improve the
quality of life for all residents
of Bella Vista.

Dear Bella Vista Neighbor:

I write to invite your business to help sponsor the Fall 2010 edition of *The News of Bella Vista!* a community newsletter published by Bella Vista Town Watch that is slated to be delivered to 3,000 Bella Vista residences in late October-early November 2010.

We hope you will become a BVTW newsletter sponsor. Advertising revenues from the newsletter support BVTW's crime prevention and community improvement efforts throughout the year. The newsletter itself performs a valuable community service with highly informative articles for our neighborhood.

An advertising specifications sheet and a sponsorship order form are enclosed. Submitting a completed form, with payment, will finalize your ad's inclusion in the Fall 2010 issue.

The News of Bella Vista! sponsorship options and pricing are:

Full page Advertisement	\$500
Half page (Horizontal or Vertical))	\$275
1/4 page	\$150
Business card (Horizontal or Vertical)	\$ 75
Sponsor (text listing)	\$ 25

Please use the information on the attached ad size specification sheet to ensure that your sponsorship display ad is properly formatted for the newsletter. Deadline for all advertising materials is September 13, 2010.

To place your ad in the Fall 2010 edition of *The News of Bella Vista!*, mail the completed form, ad materials and check (payable to Bella Vista Town Watch) to BVTW, P.O. Box 63955, Philadelphia, PA 19147. Ad Materials and completed sponsorship request forms may be sent electronically to Ric Hayman at rhayman@bvtw.org, but the check (accompanied by a completed sponsorship request form) should still be mailed to BVTW.

Should you have any questions about how to place sponsorship advertisement in *The News of Bella Vista*, please contact me at gpastore@bvtw.org or via (215) 627-0057.

Thank you for supporting BVTW and our community!

Greg Pastore
President
Bella Vista Town Watch

BVTW Ad Sizes - 2010

Page 1 News of Bella Vista · Spring 2010

Business card
Vertical
1.75" x 3"

Business card
Horizontal
3.5" x 2"

**Business
Cards**
\$75

**Quarter
page**
\$150

Quarter page
3.66" x 4.75"

Page 1 News of Bella Vista · Spring 2010

**Full page
(Vertical only):**
\$500

Full page
7.5" x 9.7"

Page 1 News of Bella Vista · Spring 2010

**Half page
(Horizontal):**
\$275

Half page
7.5" x 4.75"

Page 1 News of Bella Vista · Spring 2010

**Half page
(Vertical):**
\$275

Half page
3.66" x 9.7"

SPONSORSHIP FORM for *Fall 2010 The News of Bella Vista!*

Deadline for renewals: August 31, 2010 • All ad materials due: September 13, 2010

SPONSOR INFO:

Renewing Sponsor **New Sponsor** **(CHECK ONE)**

Name: _____

Address: _____

Contact: _____

Contact's E-Mail Address _____

Telephone: _____

SELECT AD SIZE (Dimensions and cost):

_____ Full page (7.5" x 9.7") [\$500]

_____ Half page horizontal (7.5" x 4.75") [\$275]

_____ Half page vertical (3.66" x 9.7") [\$275]

_____ Quarter page (3.66" x 4.75") [\$150]

_____ Business Card - Horizontal (3.5" x 2") [\$75]

_____ Business Card - Vertical (1.75" x 3") [\$75]

_____ Patron text listing (Company name listed in ROP article) [\$25]

EXACT WORDING FOR PATRON TEXT LISTING (print clearly):

AD MATERIALS DELIVERY: Ad Materials Due by September 13, 2010

- Please review above dimensions and attached page showing all display ad sizes. Submitted ads should be meet size specifications.
- Image resolution should be at least 200 dots per inch at the physical size the ad will run.
- Please submit advertising materials as PDF files. We can scan business cards, but the image quality is not as good as a PDF.

SPECIAL INSTRUCTIONS: _____

CHECK INCLUDED: _____

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FOR BVTW USE ONLY: DATE RECEIVED _____ PAID? Y / N