

Hockey fans,

We will be publishing the 10th annual NYH Yearbook in November. This is an opportunity for all players and families to reduce their skating fees. For every advertisement you sell for the yearbook, we will credit your account 50% of the sale, dollar for dollar. How does it work?

The 2019-2020 edition will include team pictures, ads from local businesses, as well as personal ads to wish your favorite player, coach or team good luck. Parents, grandparents, friends and merchants can purchase a variety of ad sizes. See below for details.

50% of your ad sales are directly credited back to your account to lower skating fees.

Remaining proceeds from the advertising income are donated back to the club.

The FREE program will be distributed to all Navy Youth Hockey players and visiting teams during home games. It will also be available in the BSC lobby. Total circulation is estimated to be 500 books. Here's how you can start saving:

- Solicit ads starting today.
- Submit the advertisement artwork (saved as a PDF) and checks by October 23, 2019. Email your PDF to Penny at nyhyearbookads@gmail.com. Drop the check off in the NYH dropbox across from the BSC front desk
- Your account will be credited 50% for every dollar sold. All advertising credit will be refunded to you by check by December 31, 2019. (Any player receiving a discount of \$600 or more will receive a 1099.)

Example: NYH Registration fee: \$1,650
Sell \$450 in ads: $\$450 \times .50 = - \225 credit
Total NYH fees: \$1,425

Advertising costs:

- | | |
|-----------------------------------------------------------|------------|
| • Center spread, 2-pages (full color) 16.5" x 10.5" | \$660 |
| • (Available on a first-come, first-served basis) | |
| • Full page Covers(full color) 8" x 10.5" | SOLD \$330 |
| • Front Inside, Back Inside, Back Outside | |
| • Full page (not covers, black and white only) 8" x 10.5" | \$275 |
| • Half-page (black & white) 8" x 5.125" | \$165 |
| • One-quarter page (black & white) 4" x 5" | \$100 |
| • One-eighth page/bus. card (black and white) 3" x 2.5" | \$55 |

The book will be published and ready for distribution in December. NYH is a 501 (c)(3) organization. Your contribution or ad may be tax-deductible. Consult your tax advisor to confirm.

Please use the form below when soliciting ads and collecting funds. If you want additional copies visit the "Documents" section of the website. All checks should be made payable to Navy Youth Hockey Association, Inc. Contact: Penny Kulawiak with questions at nyhyearbookads@gmail.com

Navy Youth Hockey Association, Inc. Yearbook Insertion Order Form

Your name: _____

Your address: _____

Your team: _____

Please specify division (Mite, Squirt, etc.) level (Rec or Travel) and coach:

Your phone number: _____

Inside cover, inside back cover or back cover: 8" x 10.5" \$330 SOLD _____

Center Spread Double-truck 16.5" x 10.5" \$660 _____

Full page (not covers) 8" x 10.5" \$275 _____

Half-page 8" x 5.125" \$165 _____

One-quarter page 4"x 5" \$100 _____

One-eighth page/bus. card 3" x 2.5" \$55 _____

Advertiser name: _____

Advertiser phone number: _____

Ad size: _____ Cost: _____

Date ad was paid: _____

Total money collected: _____ Check #: _____

Complete both forms on this page. The top portion must be submitted with a hard copy of the ad and the collected funds by October 23, 2019. The bottom portion must be completed and given to the advertiser.

Navy Youth Hockey Association, Inc. (A Non-Profit Corporation) Advertising Agreement:
We the undersigned, agree to a _____-page ad to appear in the Navy Youth Hockey Association, Inc. Media Guide to be distributed at all home hockey games for the 2019-2020 at the agreed price of \$_____.

Advertiser Name: _____

Date: _____

Total collected: _____ Check #: _____