



# Preston Hollow early childhood association



## QUESTIONS:

Camila Uribe  
phecadvertising@gmail.com

www.PHECA.org

## WHO WE ARE:

Preston Hollow Early Childhood Association (PHECA) is a group of parents with preschool age children who live in the Preston Hollow/North Dallas area that supports children, family, education and community activities.

Our quarterly newsletter, membership directory, event sponsorships and website are **inexpensive** and **effective** ways to advertise your business to key decision makers (parents) in your area.

## PHECA MEMBER ACTIVITIES:

- Monthly meetings
- Holiday Parties
- Quarterly newsletter
- Playgroups
- Children's Activities
- Social Activities
- Support Groups
- Philanthropy
- Fundraising

## 2017 - 2018

## ADVERTISING AND SPONSORSHIP OPPORTUNITIES!

### MONTHLY NEWSLETTER:

Our full color newsletter is emailed to more than 1000 families quarterly from September through May, handed out at monthly meetings and distributed to local businesses. It is also posted on our website at [www.PHECA.org](http://www.PHECA.org)

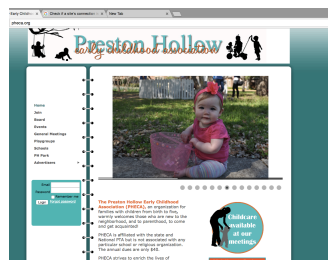


### Option:

1/8 Page (2.5 inches high x 3.75 inches wide), full Color - **\$225**

### WEB BANNERS:

Our recently updated website, [www.PHECA.org](http://www.PHECA.org), receives an average of 2000 hits per month. It is frequented by our members and people in the community and provides great visibility. Website ads will also include a link directly to your website. The online ads go fast, so reserve your spot today!



### Options:

- \* Button - 150 x 100 pixels - **\$200**
- \* Vertical Banner - 150 x 200 pixels - **\$300**
- \* Horizontal Banner - 728 x 90 pixels - **\$300**



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## NOTES FOR OUR ADVERTISERS:

- All pricing is one-time cost good for the entire year!
- All advertising is on a first-come basis, so reserve your spot soon before they fill up.
- All advertisers will also be listed on our website and quick reference page of the membership directory.
- PHECA is a 501(c)(3) organization, so your sponsorship is tax deductible in accordance with IRS rules

## ADVERTISING AND SPONSORSHIP OPPORTUNITIES!

### EVENT SPONSORSHIPS:

PHECA holds 2 large events each year at the Preston Hollow Park for Fall and Easter, with 100 - 150+ people in attendance, as well as 2 other events for Christmas and Valentine's. This is a great opportunity to have your name seen! Already have your own sign or banner to display at events? Have that displayed at the events in addition to our poster, for a small additional fee!

#### Options:

- Name and Logo Displayed on Poster at 1 event- **\$125**
- Name and Logo Displayed on Poster at 2 events- **\$225**
- Name and Logo Displayed on Poster at 4 events- **\$400**
- Add display of your own Sign, Poster or Banner- **\$75/event**

### MEMBERSHIP DIRECTORY:

Our membership directory and resource guide is professionally printed and bound in heavy card stock. It is distributed to 100+ families and contains resources and information about the Preston Hollow/North Dallas area.

#### Options:

- Half Page Inside, B&W (4.5 in x 4.5 in) - **\$150**
- Full Page Inside, B&W (7 in x 4.5 in) - **\$200**
- Full Page Inside, Color (7 in x 4.5 in) - **\$250**
- Full Page Inside Cover, Color (7 in x 4.5 in) - **\$300**
- Full Page Outside Cover, Color (7 in x 4.5 in) - **\$350**



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## GIVE BACK TO THE COMMUNITY!

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### PHECA raises money to support our community!

Your advertising and sponsorship will help support local non-profit organizations, promoting children and education. PHECA annually donates thousands of dollars to Preston Hollow Park, Preston Royal Library, Bookmarks Library at Northpark, and various organizations that support literacy and education for disadvantaged children in Dallas.

### DEADLINE FOR ALL ADVERTISING FOR BEGINNING OF SCHOOL YEAR IS SEPTEMBER 7, 2017

#### ADVERTISERS'S CHECKLIST:

- Email phecadvertising@gmail.com to check availability
- Complete all information on this page and mail check to:  
PHECA Advertising  
c/o Camila Uribe  
6323 Meadow Rd  
Dallas, TX 75230
- Make Check payable to "Preston Hollow Early Childhood PTA"
- Email your ad file to phecadvertising@gmail.com

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

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

Phone:- \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

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

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

#### ADVERTISING SELECTIONS:

##### Newsletter

- 1/8 Page - **\$225**

##### Event Sponsorship

- Name and Logo in 1 event- **\$125**  
Which \_\_\_\_\_
- Name and Logo in 2 events- **\$225**  
Which \_\_\_\_\_
- Name and Logo in 4 events- **\$400**
- Own Sign, Poster or Banner- **\$75/event**

##### Web Banner

- Button - **\$200**
- Vertical Banner - **\$300**
- Horizontal Banner - **\$300**

##### Directory

- Half Page Inside, B&W - **\$150**
- Full Page Inside, B&W - **\$200**
- Full Page Inside, Color - **\$250**
- Full Page Inside Cover, Color - **\$300**
- Full Page Outside Cover, Color - **\$350**

**TOTAL** \_\_\_\_\_

\* Pricing is one-time cost, good for the entire year!