



Preston Hollow early childhood association



QUESTIONS:

Kelia Furr

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 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
- Newsletter
- Playgroups
- Children's Activities
- Social Activities
- Support Groups
- Philanthropy
- Fundraising

2018 - 2019 ADVERTISING AND SPONSORSHIP OPPORTUNITIES!

NEWSLETTER:

Our full color newsletter is emailed to more than 150 families 6 times per year, handed out at monthly meetings and distributed to local businesses. It is also posted on our website at www.PHECA.org

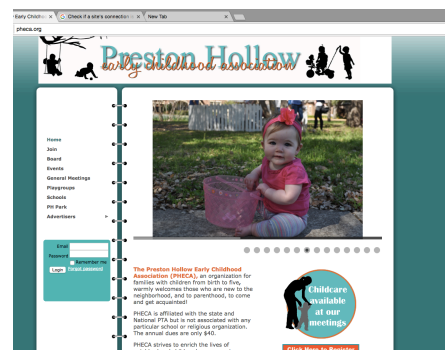


Option:

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

WEB BANNERS:

Our website, 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.
- 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? You can 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 AUGUST 31, 2018

ADVERTISERS'S CHECKLIST:

E m a i l
phecadvertising@gmail.com to
check advertising availability

Complete all information on
this page and mail check to:
PHECA Advertising
c/o Kelia Furr
6103 Mimosa Lane
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 event? _____

Name and Logo in 2 events- \$225

Which event? _____

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
(September - August).