



Dear District 67 Family,

The tenth annual Spirit of 67 Foundation “Opening Doors for Education” Home Tour is scheduled for May 3, 2012, and we would like to offer you the opportunity to advertise in this year’s Program Book. Advertising opportunities are available to both businesses and individuals. ***Starting this year, we will be featuring a dedicated “shout out” section in the Program Book.*** This is a great way to acknowledge a child, a teacher, a friend, etc at a very reasonable cost.

Last year, 1,000 copies of the Program Book were printed and distributed to over 500 individuals who attended the Home Tour. The Program Book acts as our admission ticket and is used extensively throughout the day by our patrons who must present it to enter each of the four Lake Forest homes on tour. We also distribute the Program Book to area residents, businesses and educators.

The 2011 Home Tour raised over \$60,000 for the Spirit of 67 Foundation, which is the only fundraising vehicle authorized by Lake Forest School District 67. Proceeds from the Program Book were close to \$19,000. Funds raised by the Spirit enhance and enrich the educational experiences of every student, in every school, every day. Grants provide District 67 students with world-class enhancements to curriculum and technologies that might not otherwise be provided. Each of the four homes showcased on the Home Tour displays grants purchased with funds raised.

A complete listing of Ad Opportunities/Prices is available. To purchase an ad you will need to complete an Ad Form. Sample ads are available for review. Please note that there are designers on the committee available to help with ad design.

If you have any questions, please contact Christiana Walsh, Program Book Captain at [christianawalsh@hotmail.com](mailto:christianawalsh@hotmail.com) or 847.235.2517.

Thank you for your kind consideration in making our 2012 Spirit of 67 Foundation “Opening Doors for Education” Home Tour a success.

Sincerely,

Christiana Walsh  
Spirit of 67 Home Tour Program Book Captain

## **Lake Forest Spirit of 67 Foundation 2012 Home Tour Program Book Advertising Opportunities**

No matter which advertisement you choose we welcome your support. Nearly 500 people attended last year's event. The Program Book is our ticket to the event and is required for admittance into each home. It is also used extensively by our patrons throughout the day of the Home Tour. No other advertising option gives you the ability to literally place your advertisement in the hands of so many Lake Forest residents. Thank you for choosing to support the Spirit of 67 Foundation.

With a variety of advertising options, we can guarantee you the best exposure to the community at the most affordable rates. **All full page advertisements measure 8"x4.5"**.

- **Full-Color Outside Back Cover:** \$2,000
- **Centerfold Page (8"x 10"):** \$1,500
- **Full-Color Inside Front & Back Covers:** \$850
- **Premium Full-Page:** \$600  
Only ten pages available: opposite the four Significant Homes, opposite the four individual Ticket Pages, opposite the "Golden Ticket" page and opposite the Back Facing Inside Cover.
- **Semi-Premium Full-Page:** \$400  
Only six pages available: opposite the list of Funded Grants, opposite the Home Tour Donors and Contributors, opposite the Foundation Members, opposite the Parking and Directions page, opposite the Map to Homes and Luncheon page and opposite the Letter from the Home Tour Chairs.
- **Standard Full-Page:** \$300  
Advertisement size is 8"x4.5" (Vertical)
- **Half-Page:** \$150  
Advertisement size is 4"x4.5"
- **Quarter-Page:** \$75  
Advertisement size is 2"x4.5"



Thank you for your support of the Spirit of 67 Foundation!

**Lake Forest Spirit of 67 Foundation  
2012 Home Tour Program Book Advertising Form**

**Ad Sponsor Information**

Company/Family Name \_\_\_\_\_ Date \_\_\_\_\_  
Address \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_  
Person to Contact \_\_\_\_\_ Solicited by \_\_\_\_\_

**Ad Information**

The program book will measure approximately 8.5 x 5.5 inches. All copy is in black and white. Full page ads are vertical. The sizes indicated below are approximate.

Indicate Ad Size:    \_\_\_ Outside Back Cover - \$2,000 (8x4.5)  
                          \_\_\_ Centerfold Page - \$1,500 (8x10)  
                          \_\_\_ Inside Front or Back Cover - \$850 (8x4.5)  
                          \_\_\_ Premium Full Page - \$600 (8x4.5)  
                          \_\_\_ Semi-Premium Full Page - \$400 (8x4.5)  
                          \_\_\_ Standard Full Page - \$300 (8x4.5)  
                          \_\_\_ Half Page - \$150 (4x4.5)  
                          \_\_\_ Quarter Page - \$75 (2x4.5)

**Artwork Information**

\_\_\_ Same artwork and advertisement as last year  
\_\_\_ Company or individual logo/artwork is provided in this format: \_\_\_\_\_  
\_\_\_ Disk enclosed  
\_\_\_ E-mail file to: Susan Chandler: [sichandler@comcast.net](mailto:sichandler@comcast.net)  
\_\_\_ Electronic Art Format: Design files are accepted in the following PCV/MAC formats:  
      \_\_\_ Photoshop 7.0 or TIFF (.tif), files at 300dpi  
      \_\_\_ Acrobat Reader (.pdf) version 5.0 (as high resolution, print ready)  
      \_\_\_ Company or individual logo/art created via business card, photo, or  
          artwork enclosed.

**Note:** Graphics found on the internet are generally unacceptable. Formats such as JPEG (.jpg), TIFF(.tif), and BITMAPS (.bmp) do not contain clean, crisp, black and white copy.

**Payment & Mailing Instructions**

Please make check payable to: *The Spirit of 67 Foundation* (Check # \_\_\_\_\_ Amt \$ \_\_\_\_\_)  
No Credit Card payments accepted.

**Mail Ad Form, Artwork and Payment to**

Christiana Walsh  
1324 Oak Knoll Drive  
Lake Forest, IL 60045  
847.235.2517

**Deadline for Submission of Ad Form, Artwork, and Payment by March 1, 2012**

Please keep this copy for your records.



Thank you for your support of the Spirit of 67 Foundation!

## Sample Pages

### Congratulations to Jenny on her 8th Grade Graduation!



*Wishing you all the best  
of success. We are so  
proud of you!*

*Love,  
Mom & Dad*



THANK YOU TO ALL OUR TEACHERS  
AND STAFF AT DISTRICT 67!



WE APPRECIATE ALL YOU DO TO  
SUPPORT OUR CHILDREN'S LEARNING.



- *The Chandler Family*



*A huge Thank You to all the teachers,  
administrators, parents, bus drivers, assistants, helpers  
and all the other special people in the District 67  
who have contributed to the outstanding education  
provided to my grandchildren.*



*Gratefully,  
Grandma in Texas*

Yanni, Giorgi, and Eleni  
would like to extend a big

Thank You

to all of the principals, teachers, substitutes,  
coaches, assistants, helpers, lunch ladies,  
maintenance crew and all of the other awesome  
people in District 67.



We love this place!

Their parents, Steve and Tina Ballis  
would like to thank all of these special people  
for their patience and guidance and the  
unsurpassed education they are providing  
to their children!