



Dear Westminster Academy® Parent,

We have a wonderful opportunity for you to highlight your business or service to 100% of our WA families!

The annual Westminster Academy® calendar is a vital resource for both parents and students to stay in the loop regarding school events. When can you schedule a family getaway? When will the SATs be offered? How about academic report cards? All of these questions and many more are answered by referring to the school calendar. Many parents don't leave the house without first consulting the WA calendar!

The calendar also has specially reserved space for parents to write a message celebrate their student's birthday—or any special day—with the entire school community. You may also choose to recognize an achievement, honor a graduate, or thank a special teacher by placing an ad.

Please refer to the enclosed rate sheet for ad sizes and pricing. Spaces do fill up quickly, so if you are interested please respond by **May 14th** by completing the enclosed contract. 100% of the proceeds from this calendar go to support our Annual Fund.

For more information please contact Nancy Doran at [dorann@wacad.edu](mailto:dorann@wacad.edu) or 954-771-4615 ext. 2504. We look forward to providing this helpful service to our valued school families.

Sincerely,

A handwritten signature in black ink that reads 'Laura Brash'.

Laura Brash '87 Bishop  
Director of Development/Communications

**RATE SHEET**  
**WESTMINSTER ACADEMY® 2009-2010 CALENDAR**

| AD SIZE            | PRICE |
|--------------------|-------|
| Full Page .....    | \$850 |
| Back Cover .....   | \$950 |
| Half Page .....    | \$450 |
| 1/4 Page .....     | \$400 |
| 1/8 Page .....     | \$325 |
| Vertical Card..... | \$200 |
| Business Card..... | \$175 |
| Coupon.....        | \$100 |

**HIGHLIGHTED SPECIALS**

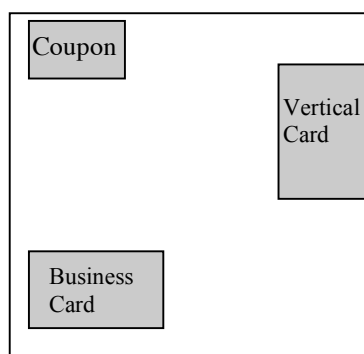
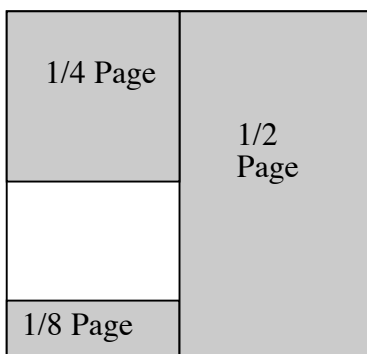
(events or discounts announced on the actual calendar day)

|         |       |
|---------|-------|
| 1 ..... | \$25  |
| 5 ..... | \$100 |
| 10..... | \$175 |
| 15..... | \$225 |

**SPECIAL RECOGNITION.....\$25**

(birthdays, anniversaries, etc. celebrated in that special month)

\* There will be a \$40.00 set-up fee for ads that are not print-ready material.\*



**AD SIZES**

**WIDTH x HEIGHT MEASUREMENT**

|               |  |
|---------------|--|
| FULL PAGE     | 10.5" x 7 3/4"                                       |
| BACK COVER    | 10" x 7 1/2"   |
| HALF PAGE     | 5 1/4" x 7 3/4"                                      |
| 1/4 PAGE      | 5 1/4" x 3 7/8"                                      |
| 1/8 PAGE      | 5 1/4" x 2"  |
| VERTICAL CARD | 1 3/4" x 3 1/8"                                      |
| BUSINESS CARD | 3" x 1 7/8"  |
| COUPON        | Size varies due to available space or selected month |

CONTRACT FOR PRINT ADVERTISING  
WESTMINSTER ACADEMY® 2009-2010 CALENDAR

Please fill out and attach your check made **payable to Westminster Academy®**  
and mail to:

Westminster Academy®  
Attn: Nancy Doran  
5601 North Federal Highway  
Fort Lauderdale, FL 33308

Name \_\_\_\_\_ Company Name \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail \_\_\_\_\_

Special Occasion \_\_\_\_\_ Month \_\_\_\_\_

Ad Size \_\_\_\_\_

Assistance required in designing ad? (Please circle one)    **YES**    **NO**  
\*\*\*\$40 SET-UP FEE FOR NON PRINT-READY MATERIAL\*\*\*

Check enclosed? (Please circle one)    **YES**    **NO**

Advertiser's Signature \_\_\_\_\_