

# SPIRIT ADS

## FOR THE ROE SCHOOL DIRECTORY

*Ad sizes are available for every budget!*

Spirit ads are a very inexpensive way to give your child a smile each and every time they use the directory over the year.

The ad revenue is used to cover printing costs which provide every family with a printed directory at no cost.

Every kid loves to see their own personal message and it can make every student feel like an important part of the school community.

Placing a Spirit Ad in the ROE Directory is as easy as 1, 2, 3:

1. Purchase ad online at the ROE Online Store and note the Order number.
2. Email your ad with Order number to [spiritads@riveroakspto.org](mailto:spiritads@riveroakspto.org)
3. Done!

Don't have a Computer?

- You may submit your printed photo or ad for scanning by mailing to "ROE Spirit Ads", 827 Harvard Houston 77007, or by dropping in the PTO Locker marked "Directory".
- If you do not purchase online at the ROE Online Store enclose a check made out to "River Oaks PTO".
- The deadline for Ads that need to be scanned is September 3.

**Make your Spirit Ad  
Today!**

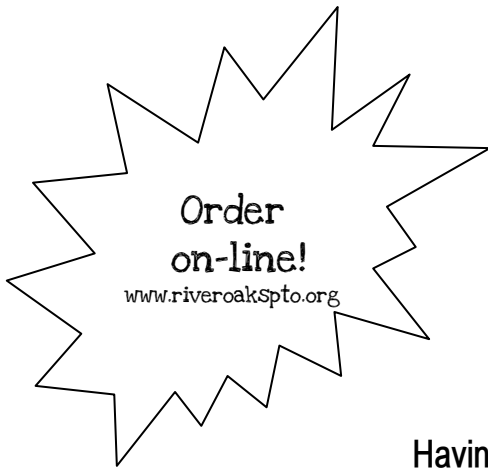
Deadlines:

- All paid ads received by September 3<sup>rd</sup> will be guaranteed placement within or near the child's class listing.
- From September 4<sup>th</sup> to September 12<sup>th</sup>, late ads will be accepted via email on a space-available basis. No Spirit Ads will be accepted after Sept 12 in order to meet our printing deadline.
- We distribute the directory around mid-October.

How to submit Spirit Ads:

- Go to [www.riveroakspto.org](http://www.riveroakspto.org) and find the "Directory" area and click on the "Spirit Ads" link. Locate the dedicated article with instructions on how to create your ad. Send ads to [spiritads@riveroakspto.org](mailto:spiritads@riveroakspto.org).

# SPIRIT Ads 2010 RATES:



Full Page	(6" W x 7" H)	\$ 155
Half Page	(6" W x 3.5" H)	\$ 80
Two Half page ads	Family package of 2 HP ads	\$155
2" Square	(2" W x 2" H)	\$ 18
Two sq. ads	Family package of 2 square ads @15 each	\$ 30
"Doublewide"	(4" W x 2" H)	\$ 35

## Having trouble fitting your picture and text into the correct size?

Assistance is available if you ask for it before September 1! Send an email to [spiritads@riveroakspto.org](mailto:spiritads@riveroakspto.org) with your photo attached and your ad text in quotes in the body of the email and we will help.

### Technical Details:

1. The following graphic file formats are supported: .png, .jpg, .tif
2. All Spirit Ads will be printed in black and white, although you may submit a color photo if that is easier for you.
3. Please use the following file naming standard for your ad's file:  
GradeLevel\_LastName\_FirstName\_AdSize\_OrderNumber  
i.e.: 3\_Smith\_John\_2x2\_order3242 or 5\_Doe\_Jane\_HalfPage\_order3102
4. If you submit one ad with multiple children, please specify in which child's class you would like the ad placed.

### Sample Directory page layouts:

**TEXT ADS MAY BE PLACED IN THE 2"x2" SQUARE SIZE.**

**2"x2" SQUARE ADS (TEXT AND/OR GRAPHIC)**

Child  
parent address, phone, email

Child  
parent address, phone, email

Child  
parent address, phone, email

Child  
parent address, phone, email

Child  
parent address, phone, email


Child  
parent address, phone, email

Child  
parent address, phone, email

Child  
parent address, phone, email

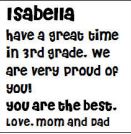
Child  
parent address, phone, email

**GOOD LUCK IN FOURTH GRADE!**  
We love you, Connie!

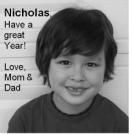


love: mom, dad, connie, & Buffy!


**Isabella**  
have a great time in 3rd grade. we are very proud of you!  
**you are the best.**  
Love, mom and dad



Nicholas  
Have a great Year!  
Love, Mom & Dad



**LARGE GRAPHIC ADS HALF PAGE OR FULL PAGE**



*Best Friends EVOLVE into Third Graders! GOOD LUCK!!!*

Ads that refer to a business or organization must be accompanied with the appropriate Business Ad form. Please download it from the Forms section on the bottom left corner of the ROE PTO website or at <http://www.riveroakspto.org/Files/Forms/2010-2011/BusinessAd.pdf>

Questions? Contact Maria Onufrow, 713-869-9069 email: [spiritads@riveroakspto.org](mailto:spiritads@riveroakspto.org)