# Advertisement Order Form

Your advertisement will be part of a collectable magazine style resource guide which will be used regularly by those who are decision makers and working to change school food. See the next page for details about the reach of this guide. Not only will your ad reach your target audience, but you will be supporting a good cause! All pages will be printed in COLOR! Don’t miss this opportunity to help us celebrate our 10th Anniversary or congratulate our honorees!

Company/organization name: __________________________________________

Contact name: ______________________________________________________

Phone number: _______________ Email: ________________________________

**Size of Ad**: (check one):  
- [ ] Full page (7.5” wide x 10” tall)  
- [ ] Half page (7.5” wide x 4.875” tall)  
- [ ] Quarter page (3.625” wide x 4.875” tall)  
- [ ] Business card (3.625” wide x 2.3125” tall)  
- [ ] Family Ad (1.625” wide x 2.3125” tall)  
- [ ] Special (contact us to confirm)__________________________  
- [ ] Patron Sponsor Listing (name appears on patron list)__________________________

**Cost**:  
- [ ] $5000.  
- [ ] $3000.  
- [ ] $2000.  
- [ ] $1000.  
- [ ] $600.  
- [ ] $__________  
- [ ] $__________ ($500 and up)

Name to list: __________________________________________________________

**TOTAL**: $__________

Contact us with questions about specials (center page spread, back cover, inside front and back cover, or multiple pages) at 631-525-3650 or email amie@healthyschoolfood.org.

**Ad submissions**: Send completed ads in high resolution .jpg format to amie@healthyschoolfood.org and copy our graphic designer, michellebando@gmail.com.

**Payment**: Make check payable to New York Coalition for Healthy School Lunches and mail to: NYCHSF, POB 737, Mamaroneck, NY 10543 or use our donate button at www.healthyschoolfood.org. Be sure to clearly include all information requested above in the comments box.
Features of Resource Guide

How the guide will be used and distributed:

- This guide is for school food decision makers (administrators, school food service personnel, teachers), and parents seeking healthy meals and snacks for children. This guide will provide a resource that they regularly refer to for easy steps to good health.
- It will function as the Fall Gala program guide, but contain so much useful information that it is not a throw away program guide - our supporters will want to keep the guide and use the information in it on a regular basis.
- The guide will be on our website starting on the day of our gala and remain for at least one year.
- The guide will be distributed outside of the Gala, for example some healthy restaurants in New York City will distribute it to their customers.

What will be featured in the guide?

- Your advertisements, featuring your products and/or services and optionally congratulating Coalition for Healthy School Food on our 10th Year Anniversary or one of our honorees (see below).
- Steps administrators, school food service personnel, teachers, and parents can take on how to change school food. This might include recommendation of your products, if they qualify under both the USDA standards and our stricter standards.
- The first ever guide to truly healthy snacks that also meet the new USDA snack requirements for schools - companies with ads will not only be listed in the guide (separate from your ad) but also be listed on our website Guide to Truly Healthy Snacks that Meet USDA Standards. Note: even if your product does not qualify under our standards for “truly healthy snacks”, but is fully plant-based and contains no artificial ingredients, you may still advertise in our guide. For example, tortilla chips don’t meet the standards due to their fat content.
- Article on kids’ snacking ideas for busy parents - article may include reference to companies that place ads.
- How to implement a Fresh Fruit and Vegetable Snack Program in your school.
- Recipes for “Dinner in 30 minutes” or less - article may include reference to companies that place ads.
- Fitness tips: yoga moves you can do on the way to work or standing in line.
- Article on components of a healthy meal written by a doctor or registered dietitian.
- “Did you know” - Relevant facts - with some key information that will help people understand the benefits of changing to healthier food choices
- Benefits of changing to a more plant-based diet to help the environment.
- Recipes - including recipes that may feature your food product.
- Support of $5000 and above guarantees a mention in an article.

Who are we honoring?

Businesses: Whole Foods Market * Henry’s Restaurant
Schools: Ithaca City School District Child Nutrition Program
Media: Lunch Hour Movie
Volunteer: Jennie Steinhagen
Full Page
8.5 x 11
(requires 1/2 inch border)
$5,000

Additional benefits:
* 10 tickets to Gala
* Logo on web, email, and print invitation if paid by August 15
* Logo & link on our website
* Logo on poster at gala
* Promotion on our social media platforms
* A thank you in our email newsletters
* Listing in our Fall Gala evening program
* Program guide featuring your ad will be on our website
* Guaranteed mention in an article in the Program Guide

Specials:
Double page spread - $10,000
Inside front cover - $7000
Inside back cover - $6000
Back cover - $9000

Check for availability of specials before making payment.
Specials must be reserved by full payment.
Half Page

5.5” x 8.5”
(requires 1/2 inch border)

$3000

Additional benefits:

* 8 tickets to Gala
* Logo on web, email, and print invitation if paid by August 15
* Logo & link on our website
* Logo on poster at gala
* Promotion on our social media platforms
* A thank you in our email newsletters
* Listing in our Fall Gala evening program
* Program guide featuring your ad will be on our website

Quarter Page

5.5” x 4.25”
(requires 1/2 inch border)

$2000

Additional benefits:

* 6 tickets to Gala
* Logo on web, email, and print invitation if paid by August 15
* Logo & link on our website
* Logo on poster at gala
* Promotion on our social media platforms
* A thank you in our email newsletters
* Listing in our Fall Gala evening program
* Program guide featuring your ad will be on our website

Business Card

2” x 3.5” - $1000

Additional benefits:

* 4 tickets to Gala
* Logo on web, email, and print invitation if paid by August 15
* Logo & link on our website
* Logo on poster at gala
* Promotion on our social media platforms
* A thank you in our email newsletters
* Listing in our Fall Gala evening program
* Program guide featuring your ad will be on our website

Family Ad

2” x 1.75”
(for families only)

$600

Additional benefit:
Listing as Patron

Family Ad

2” x 1.75”
(for families only)

$600

Additional benefit:
Listing as Patron