



Honoring excellence. Celebrating intelligence. Rewarding creativity



March 31, 2012

KEEPSAKE CATALOG

We believe every child deserves a satisfying and challenging learning experience. Our purpose is to provide this experience for gifted children by unlocking the gifts that are trapped by the limitations of a traditional educational structure. We provide gifted children with the opportunity to discover their passions; set purpose and goals in pursuit of those passions; develop the personal, academic, and intellectual skills that will allow them to keep options open; realize the successful achievement of their goals; and do this with integrity and consideration for society and the world.

Today we have a special opportunity for others to contribute to this purpose by purchasing ads.

Auction proceeds are used for the development and expansion of new and existing educational programs, facilities, and financial aid. Steppingstone would like to make it possible to provide a quality education for all gifted students; however, in order to keep this commitment, we need donations from you. Please do your part to help Steppingstone's students become our leaders of tomorrow!

The following is a rate card for this year's book

		Regular Rate	Early Bird Special
		Purchase after 2/1/12	by 1/31/12
●OS Back Cover	(7.5 x 10 color)	\$750	\$650
●IS Front Cover	(7.5 x 10 b/w)	\$500	\$450
●IS Back Cover	(7.5 x 10 b/w)	\$500	\$450
●Full-page	(7.5 x 10 b/w)	\$400	\$375
●Half-page	(7.5 x 5 b/w)	\$200	\$175
●Quarter-page	(3.75 x 5 b/w)	\$100	\$ 85
●Business Card	(2 x 3.75 b/w)	\$ 75	\$ 65
●Large Student Tribute	(3.75 x 5 b/w)	\$ 60	\$ 50
●Small Student Tribute	(2 x 3.75 b/w)	\$ 30	\$ 25

Ad Copy Format (check one)

- On Disk: .tiff, or .pdf file with fonts (PC or MAC); b/w, 133-line screen, 300 DPI or better. Please include paper copy of ad with disk.
- Steppingstone-created ad: Rough copy and all necessary information is enclosed for Steppingstone School to create the ad
- Use last year's ad copy
- Will provide ad copy by February 28, 2012

Ads should be submitted in black and white, 133-line screen, 300 or better DPI. Please identify how your images are saved (i.e., .pdf or .tiff are preferred). Please identify the software used to create the ad. Send electronic file on a CD-ROM that is PC-formatted.

Advertising Deadline: March 21, 2012

Any copy received after March 21, 2012, may miss the print deadline, but still will be gratefully accepted and acknowledged in our weekly newsletter and may be printed in our Auction insert.

This year's benefit auction, "The Promise of Spring", starts with you, our supportive community. Thank you on behalf of Steppingstone School, their students, instructors, and staff. Your support will be greatly appreciated.

Olga Mondrusova & Kim Howard
Co-Chairs, 19th Auction Steering Committee