



*tonight's
gonna be
a good night*



HAWKTION ADVERTISING

in the 2010-11 Student Directory

For the first time in St. Joseph's Prep history, we are offering supporters of the Prep the opportunity to showcase their business in our 2010-11 Student Directory.

Why the Student Directory and not the Hawktion Catalog? This gives your company more exposure as the Student Directory is used 365 days a year by our nearly 1,000 families instead of being seen by a few hundred people for one night only. That means your business ad will be seen all year long! We call that "More Bang for the Buck!"

Why you should advertise in the 2010-11 SJP Student Directory:

- **High visibility.** Nearly 1,000 parents use the Directory on a daily basis for one year and in some cases many years. Our parents reside within a 35 mile radius of Philadelphia so word of mouth goes far and wide.
- **Cost efficient.** Less than a couple of dollars a day to list your business. Cheaper than the cost of an ad on the back of your church bulletin.
- **Easy access.** All ads will be displayed prominently in the back of our Student Directory. Line ads (\$250) will be displayed according to Specialty (i.e. Accounting Services, Heating & Air Conditioning, Legal Services, Real Estate, Restaurants, etc.) and on "yellow" pages for quick access.
- **Prep Pride.** Your financial support through the purchase of an advertisement will help raise funds for our Jesuit educational endeavors. We strive to offer our boys the best that education can buy and Hawktion is a primary means to raise those funds.
- **It's EASY.** Just fill out the following form and submit for inclusion in our 2010-2011 Student Directory.

All advertisements reserved by April 9 will receive additional exposure with a listing on our Hawktion website and signage at the event.

Wow! Talk about exposure!

HAWKTION 2010

ADVERTISING CONTRACT

*Please complete the following form for inclusion in the
St. Joseph's Prep 2010-11 Student Directory Yellow Pages*

Advertising Costs

Full page b/w\$1000 8" x 5"
Half page b/w.....\$500 4" x 5"
Yellow page Line Ad.....JUST \$250

The following information is for the Directory listing:

Name of Company: _____
Type of Business Listing: (i.e. Accounting, Legal, Real Estate etc.) _____
Phone Number: _____
Email or Website Address: _____

The following information is for our records:

Name of Company: _____
Contact Person: _____
Address: _____
City: _____ State: _____ Zip: _____
Telephone: _____
Email: _____

3 Ways To Pay

ONLINE:

Please log on to our
secure server and follow
the instructions:
hawktion.sjprep.org

MAIL:

Please clip your completed entry and
send the form to:
St. Joseph's Preparatory School,
Hawkktion Office
1733 Girard Avenue, Philadelphia, PA 19130

FAX:

Please fax your completed
entry form to:
267.515.6000
(Cover sheet not required)

******RESERVE BY APRIL 9, 2010 AND RECEIVE ADDITIONAL AD
EXPOSURE WITH A LISTING ON THE HAWKTION WEBSITE AND
SIGNAGE ON HAWKTION NIGHT, APRIL 24, 2010******