



HFA 2016 Advertising Rates

The Hoboken Family Alliance is registered 501 (3)(c) not-for-profit organization whose mission is to support families and our local community through philanthropy, civic initiatives, special needs programs, parenting events and educational support.

With your efforts, the HFA distributed nearly \$500,000 to the community through grants, college scholarships and financial donations over the past 10 years.

Thank you for supporting the HFA.

ANNUAL ADVERTISING:

Gold Annual Advertiser <ul style="list-style-type: none"> ❖ Sponsorship/corporate listing at/on event materials of All Schools Open House, Cabin Fever (summer school handout), Swap Meets, and Holiday Party ❖ 10 months of Newsletter Display (2 x 3 1/2 inches) ❖ 12 months of Website Display (2 x 3 1/2 inches) ❖ For an additional \$200 get one flyer insert 	\$650/year \$850/year
Silver Annual Advertiser <ul style="list-style-type: none"> ❖ 10 months of Newsletter Display (2 x 3 1/2 inches) ❖ 12 months of Website Display (2 x 3 1/2 inches) ❖ For an additional \$200 get one flyer insert 	\$450/year \$650/year
Other <ul style="list-style-type: none"> ❖ Website Display Only (2 x 3 1/2 inches) ❖ Flyer Insert Only (with 400 copies of flyer supplied) 	\$350/year \$250/issue

Printer is Terminal Printing, 94 River Street, Hoboken, NJ 07030 T - 201-659-5924

Customized advertising plans available. Yearly advertisers can upgrade to include an event.

Material Due by the **10th** of each month.

Please note that we cannot accept photographs or intricate graphics.

Preferred Electronic File Formats

Newsletter and Website Ad - .tiff or .jpeg

Flyer Insert - PDF

Hoboken Family Alliance, Inc.

PO Box 1194, Hoboken, NJ 07030

www.hobokenfamily.com



EVENT SPONSORSHIP:

Platinum Event Sponsor

\$2,500

- ❖ **Choice** of; All Schools Open House (Oct.), Mutz Fest (Jan), Cabin Fever (Feb), Spring Festival (April), Hoboken Bike Camp (July)
- ❖ Your company name will be listed as a corporate sponsor on event materials
- ❖ Listed as Sponsor on all event materials for chosen event – posters, dedicated emails, social media placement, website display & newsletter
- ❖ Company material distributed to all participants at entrance
- ❖ Choice of a table at the event
- ❖ Hoboken Family Alliance Homepage ad (120x600 pixels) during Event Media
- ❖ 12 months of Website Display (2 x 3 1/2 inches)

Gold Event Sponsor

\$1,000

- ❖ **Choice** of; All Schools Open House (Oct.), Mutz Fest (Jan), Cabin Fever (Feb), Spring Festival (April), Hoboken Bike Camp (July)
- ❖ Your company name will be listed as a corporate sponsor on event materials
- ❖ A table at the event
- ❖ 12 months of Website Display on our Sponsor Page (2 x 3 1/2 inches)

Silver Event Sponsor

\$500

- ❖ **Choice** of; All Schools Open House (Oct.), Mutz Fest (Jan), Cabin Fever (Feb), Spring Festival (April), Lincoln Tunnel Challenge Race (April), Hoboken Bike Camp (July)
- ❖ Your company name will be listed as a corporate sponsor on event materials
- ❖ 12 months of Website Display on our Sponsor Page (2 x 3 1/2 inches)

Bronze Event Sponsor

\$250

- ❖ **Choice** of; All Schools Open House (Oct.), Mutz Fest (Jan), Cabin Fever (Feb), Spring Festival (April), Lincoln Tunnel Challenge Race (April), Hoboken Bike Camp (July)
- ❖ Your company name will be listed as a corporate sponsor on event materials



Customized advertising plans available
ADVERTISING AND SPONSORSHIP:

Please complete and return:

Company Name _____
(as you wish it to appear on all event materials)

Contact Name _____

Company Address _____

Company Telephone_ _____

E-Mail Address _____

ANNUAL ADVERTISING:	
_____ Gold Annual Advertiser	\$650/year
_____ Gold Plus Flier	\$850/year
_____ Silver Annual Advertiser	\$450/year
_____ Silver Plus Flier	\$650/year
EVENT SPONSORSHIP (Please select sponsorship tier and for which event):	
_____ Platinum Event Sponsor	\$2500/event
_____ Gold Event Sponsor	\$1000/event
_____ Silver Event Sponsor	\$500/event
_____ Bronze Event Sponsor	\$250/event
_____ Gala Tasting _____ All Schools Open House _____ Mutz Fest _____ Spring Festival _____ Hoboken Bike Camp	
OTHER:	
_____ Website Display Only	\$350/year
_____ Flyer Insert (with 400 copies of flyer supplied)	\$250/issue

Material Due by the **10th** of each month.
Please note that we cannot accept photographs or intricate graphics.
Please keep a copy of this form and use as your receipt.

Preferred Electronic File Formats
Newsletter and Website Ad - .tiff or .jpeg
Flyer Insert - PDF

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HFA MEMBERSHIP DISCOUNT CARD:

You may also support HFA by offering HFA's members a discount at your business. Membership Discount businesses are listed on our website and will be noted in several HFA newsletters. Membership cards are valid for one year.

_____ HFA Discount Card Member

Specify Discount, i.e. 10% off all purchases:

HFA member information is strictly confidential and our mailing list is not available for solicitation purposes.

There will be a \$25 fee for any bounced check. Checks must be paid in full and cleared before your ad will be printed.

Please make checks payable to *Hoboken Family Alliance* and mail to:
HFA, P.O.BOX 1194, Hoboken, NJ 07030

Signature

Date