

DIRECTORY ADVERTISING CAMPAIGN 2011

TO ALL DISTRICT DIRECTORS:

Please get this information to all presidents at your Spring Board Meeting.

Included in your folder are:

1. A list of the ads your district provided and the name of the solicitor for the 2009 campaign.
2. A copy of the 2011 ad order form with receipt on the front and a copy of ad collected and all info on the back as well as a guide to the sizes available.

Please duplicate the ad form and provide copies to each club in your district. We will also have the form on the web page at **www.oregongardenclubs.org**.

SUGGESTIONS:

1. Urge **ALL** members of your district to suggest, seek out, and/or contact possible advertisers.
2. Always carry a copy of the 2009 Directory Handbook, for “show and tell” when contacting former or new potential advertisers.
3. When possible, have members who have used the advertiser’s services or products in the past be the solicitor, for name and/or face familiarity.
4. Be sure to stress the required maximum measurement for each size ad as listed on the form.
5. As always, ad copy must be **READY FOR THE PRINTER**. Ads may be submitted via e-mail or on a disk to Karen Varty (**kvarty@aol.com**). She can help design the ad and needs a business card included for clarification. You can indicate “SAME AS LAST TIME” only if the ad appeared in the 2009-2011 Directory Handbook.
6. **Payment and the information on backside of order form must be sent to: Bruna McBride with payment made out to OSFGC.**
7. Each advertiser is entitled to a copy of the directory. Be sure to indicate on the order form if they **do not** want a book.

The target date to have all ads in my hands is **JULY 15** to allow sufficient time for organizing the ad section of the directory. If you need more time, send in what you have immediately and indicate on the form which items will follow.

Most important: Offer each advertiser the thanks of the OSFGC and its 3,000 plus members for their support of our statewide programs.

QUESTIONS? CALL OR EMAIL Bruna McBride, 14170 SW Lisa Lane, Beaverton OR 97005. 503 644-7417 **bmcb1@frontier.com**