



Carver Parent Party

Sponsored by the K.L. Carver Parent-Teacher Association, the Carver Parent Party is the annual fundraising gala dinner for Carver Elementary School in San Marino. As the largest fundraiser each year, the Parent Party provides vital funds to help maintain and enrich children's educational programs. These programs contribute to Carver's high educational standards and its national recognition as both a California Distinguished School and a National Blue Ribbon Award recipient. The impact and importance of your

support is greater than ever as the State continues to reduce its funding of public schools. Contributing to education benefits not only the children, but their families and communities as well.

Distribution

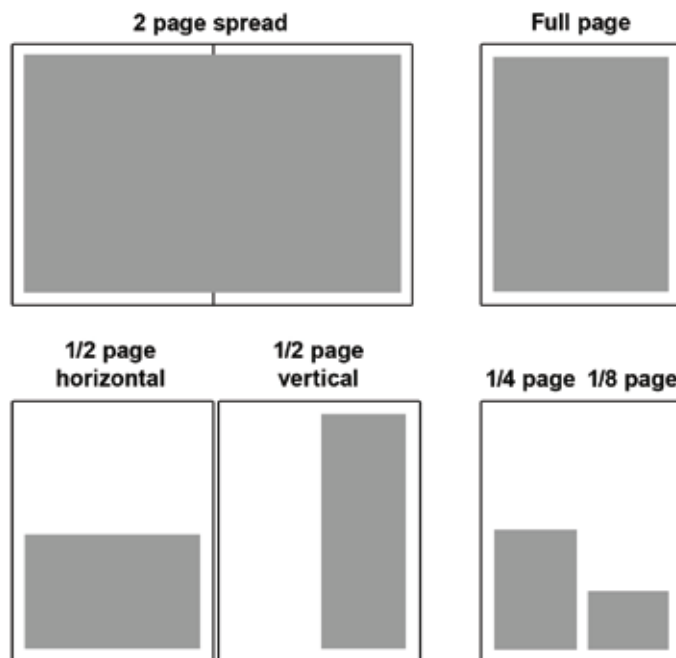
The Parent Party Program is distributed to the 600 plus Carver students and their families as well as to all sponsors and advertisers. Because of the keepsake nature of its content, the publication is shared by all family members and friends and is kept and referred to through out the year.

Readership

- 12,945 Total population for City of San Marino
- 48% Female
- 54% Male
- 42.7 Median age
- 26% Youth and children under 18
- 3.3 Average family size
- 70% College degree or higher
- \$153,085 Average household income (2008)
- \$1,610,669 Median home value (2008)

Advertising Opportunities

Two Page Center Spread	\$2,000
Full Page Outside Back Cover	\$1,250
Full Page Inside Back Cover	\$1,000
Full Page Inside Front Cover	\$1,250
Full Page	\$ 500
1/2 Page	\$ 275
1/4 Page	\$ 150
1/8 Page	\$ 95



Advertiser Recognition

In addition to the display advertisement in the Carver Parent Party Program book, each advertiser will be recognized in the Advertiser Index in the program book as well as the Carver Parent Party website.

Advertisement Requirements

- Camera-ready original artwork in digital format required. Provide font file and hard copy indicating what ad should look like; artwork will not be returned unless requested. Artwork can be emailed to Laurie Kim-Pineda at lauriekimpineda@gmail.com
- Ad copy must be typed exactly as you wish it to appear in the Program Book. Carver PTA cannot be responsible for ad copy that is not specified above.
- Deadline for artwork and payment is February 15, 2011 to K.L. Carver Elementary School, 3100 Huntington Drive, San Marino, CA 91108, Attn: Carver PTA/Jennifer Chuang. Completed ad form must be included. Questions? Contact Laurie Kim-Pineda at lauriekimpineda@gmail.com or at (818) 565-9500.