



## HFA 2019 Advertising Rates

(July 2019 - June 2020)

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:

<b>Package #1</b>	\$700/year
❖ Listing at/on event materials of All Schools Open House, Cabin Fever (summer school handout), Swap Meets, and Holiday Party	
❖ Featured in e-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	\$900/year
<b>Package #2</b>	\$500/year
❖ Featured in e-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	\$700/year
<b>Other Options</b>	
❖ <b>Website Display Only</b> (2 x 3 1/2 inches)	\$400/year
❖ <b>Flyer Insert Only</b> (digital copy needed)	\$300/issue

**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](http://www.hobokenfamily.com)



## EVENT SPONSORSHIP:

### Platinum Event Sponsor

\$2,500

#### Logo & Top Billing

- ❖ **Choice** of: All Schools Open House (Oct.), Mutz Fest (Jan), Cabin Fever (Feb), Spring Festival (April), Hoboken Bike Camp (July)
- ❖ Listed as Sponsor on all event materials for chosen event – posters, dedicated emails, social media placement, website display, newsletter & event signage
- ❖ Company material distributed to all participants at entrance
- ❖ Choice of a table location 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 signage
- ❖ Choice of a table location 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

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## 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:

_____ Package #1 Advertiser	\$700/year
_____ Package #1 Plus Flier	\$900/year
_____ Package #2 Advertiser	\$500/year
_____ Package #2 Plus Flier	\$700/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	
_____ All Schools Open House	_____ Mutz Fest	_____ Cabin Fever
_____ Spring Festival	_____ Hoboken Bike Camp	

### OTHER:

_____ Website Display Only	\$400/year
_____ Flyer Insert (digital copy requested)	\$300/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