



## GLOWING TOGETHER *Spotlight On Our Scholars*

May 9, 2020

# SANDY SPRING FRIENDS SCHOOL

## Auction Advertising Information Form

To support the SSFS Auction, you may choose to sponsor the event by purchasing ad space in the *Glowing Together* Program Catalog.

### **Full Page**

Full page with no bleed = 8"H x 5"W \$450

### **Half Page**

Half page with no bleed = 4"H x 5"W \$250

Attached you will find ad sponsorship creative content guidelines. If text and logo are provided we will be happy to put together an ad for you. Otherwise, please provide images as High Res PDF files. Electronic files can be emailed to: [lauren.mossman@ssfs.org](mailto:lauren.mossman@ssfs.org)

All payment, sponsorship forms, ads and logos must be submitted to Lauren Mossman by April 27, 2020.

The School's mailing address is: 16923 Norwood Road, Sandy Spring MD 20860. Please make checks payable to the Sandy Spring Friends School Parents Association.

If you would like to pay by credit card, please click [HERE](#) or contact Lauren Mossman, Director of Advancement, at [lauren.mossman@ssfs.org](mailto:lauren.mossman@ssfs.org).

### **QUESTIONS?**

Please contact Lauren Mossman, Director of Advancement, at 301-774-7455, ext. 107 or [lauren.mossman@ssfs.org](mailto:lauren.mossman@ssfs.org)



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## SSFS Ad Sponsorship Creative Content Guidelines

### **All SSFS Digital Creative May Include:**

- Non-promotional, value-neutral descriptions of the organization and its products or services.
- Names of operating divisions and subsidiaries.
- Organization mission language that identifies and does not promote or state an opinion.
- Established slogans (verbatim) that identify and do not promote.
- Length of time in business.
- Non-promotional location information (i.e., phone number, website address). The phone number or web address must be subordinate to the underwriter's name or logo. Banners may include tracking language, such as "promo code SSFS," "offer code SSFS" and "coupon code SSFS."
- To help identify an underwriter, specific products or brand names may be mentioned in audio and depicted in banners. Product images or depictions should not focus on comparative qualities or benefits. The use of people in such product demonstrations or product image is limited.
- Calls to action of a non-transactional nature. The call to action should not be the primary focus of the creative, not be visually intrusive and not imply deadlines or discounts.

### **Unless Specifically Expected, Digital Creative May Not Include:**

- Promotional or qualitative language (favorable qualities, benefits and claims).
- Comparative language (i.e., "leader," "largest," "the only," "exclusively," "ranked No. 1").
- Price and value information.
- Health claims.
- Award or prize mentions. Exceptions may be granted for factual major motion picture or music industry nominations or awards (i.e., Academy Awards, Grammys, Sundance Film Festival, etc.).
- Favorable reviews (i.e., product review quotes), endorsements, testimonials. Exceptions may be granted for tasteful review quotes for movie or music creative.
- Inducement language (i.e., rewards programs, warranties, portion of purchase donated to charity, vehicle donation programs, holiday mentions related to sales of products, sweepstakes or contests).
- Language that expresses a view about a matter of public importance or interest or which supports or opposes a political candidate.
- Language that appears to be self-congratulatory.
- 900 or other numbers where the caller is charged for services in addition to normal toll charges, if any.