# Advertising Opportunity Proposal

**Please provide a detailed proposal that clearly addresses the following questions. Email completed proposal to** **advertising@slhs.org** **or fax to 381-2479.**

* Please list vendor name, specific publication or program name, publication date or air date, and full contact information clearly at the top.
* Describe the primary audience that will receive the advertising message.
* Describe your advertising medium. How is your audience measured?
* How will the advertising message be delivered? (Mailed, broadcast on-air, placed into racks, etc.)
* How many people will receive the advertising message if we advertise with you?
* What is the advertising cost? You may attach a separate rate sheet.
* When do you need a decision? Please note you must provide a specific date.
* When is the art/ad due? Please note you must provide a specific date. Ad cannot be due less than 3 weeks from date of submission.
* What are the ad specs? You may attach a separate spec sheet.
* Printed publications please provide a sample piece.