



## Calgary Northstars Hockey Association 2017 – 2018 / Yearbook Information for Team Coordinators

Form letters asking businesses for their advertising support can be found at [www.calgarynorthstars.ca](http://www.calgarynorthstars.ca). Go to CNHA Info >Yearbook> to print off copies of the letter.

The covers on the Northstars Yearbook are offered on a first come first serve basis only. The inside front cover and back cover (inside and outside) are available. Anyone that has a business interested in cover ad space needs to advise you immediately and in turn the parent must advise their team yearbook coordinator to them forward to me. That will hold the space.

All ads received by parents in .pdf or email format can be emailed to the team coordinator then forwarded to me at [yearbook@calgarynorthstars.ca](mailto:yearbook@calgarynorthstars.ca). All Business cards must accompany the order form and are not to be stapled to the form as these are scanned and the staple marks will affect the quality of the scan.

No pieces of paper will be accepted for new ads, the ad must be created and emailed in proper format, see order form.

If any parents have color ad sales, half or full page size, they need to comment that in the email subject line to the team coordinator.

All ad artwork, forms and payments need to be into the team coordinators by **October 31, 2017**. All Team Coordinators will have to get team information to me no later than **November 3, 2017**

Team Coordinators are required to maintain a spreadsheet with the player name, name of all ads sold, method of payment – if by cheque you must note that cheque # and the name of the business on the cheque. Many times, in the past a business paid under a numbered company cheque making it difficult to cross reference payments. Any ads received with no payment, will be removed from the book before print. This spreadsheet will accompany the final payment, ads and artwork picked up on November 3rd.

It is important to note that ad poaching will not be tolerated. If an ad is in the yearbook, it is from a past player last year and cannot be poached. It can be difficult to get business ads and players rely on past years support for the new season. Please respect the businesses and parents from previous season by not approaching them for an ad that is already in the yearbook.

Once the yearbook goes to print, each team will get a draft copy and this copy needs to be distributed to all parents to verify their ads are there, spelling, player profile info is correct and that will be a the final check before printing is done. **Teams will have this draft for 3 – 4 days only** and it is important to ensure all parents check their ads.

Once the book is received from final print (mid Dec.) team coordinators will pick up their team copies for distribution to their team. All businesses placing an ad get a copy of the yearbook; all players get a copy of the yearbook. Thank you letters are on the Northstars Website and parents can print them off and distribute with the yearbook.