



North Allegheny Senior High School
North Allegheny Orchestra Parents Association
10375 Perry Highway
Wexford, PA 15090

Phone: (724) 934-7200
Fax: (724) 935-5846
slavelle@northallegheny.org

October 24, 2025

Dear North Allegheny High School Orchestra Students,

In this document, you will find the information that you need to conduct the concert program advertisement sale. When an advertiser places an ad in the orchestra concert programs, you will earn money toward your orchestra trip. The following materials are provided:

- Instructions for you, including your potential profit (pages 1-3)
- An order form you can print and distribute, with information about size, price of ads, and deadlines, including the directors' letter, to give to potential advertisers (pages 4-6)
- Here is the link to the order form you can email to potential advertisers, which includes the directors' letter:

https://docs.google.com/forms/d/e/1FAIpQLSe_thXISDS13FmTRSwfDeucVxekrdL5CfaLMeLVXjA8HvrWuA/viewform?usp=dialog

There is only one inside front cover, inside back cover, back cover, and page 3. These will be sold on a first-come, first-serve basis, based on when the google form was completed or the email order was received. *If you sell one of these, it is important that you turn the paperwork in as soon as possible, to reserve the spot for your business.*

Email is the best and fastest way to get an answer to any question, or you can call or text at the number below. Please do not hesitate to contact me if you have any questions.

Thank you,

Tracie Bradshaw
naopa.ads@gmail.com
801-995-0696

THESE INSTRUCTIONS ARE FOR STUDENT USE ONLY – DO NOT SHARE THEM WITH THE POTENTIAL ADVERTISER

Suggested responses to questions that the advertiser might have:

Why should I do it? These ads will provide exposure to a unique group of families, the opportunity to present these families with special offers, coupons, or a message that will attract them to your business or service.

How many people will see the programs? 600+ programs will be printed for the winter concert on December 10, 2025 and 600+ for the spring concert on April 8, 2026.

Who designs the ad? The business should provide their own ad for the program. Alternatively, they can submit a business card that we can scan and upload for the program. Most of the ads are black and white, with the exception of the back cover and the inside front and back covers.

How/when do I pay? Payment is required when the ad is placed and the agreement signed. The payment is due for both the holiday and spring programs at the time of signing. If the ad for the spring program will be different from the first, the new copy will be needed by March 23, 2026. Checks are to be written to the “NAOPA” –The North Allegheny Orchestra Parents Association.

Is it tax deductible? Yes, we are a 501(c)(3) organization.

Who gets this money? A percentage of the fee will be used to cover the cost of designing and printing the programs. The remainder of the money will go toward my payment to attend an Orchestra event in the spring of 2026.

Background of the orchestra, number of students. The North Allegheny High School Orchestra is made up of 400 students who play the violin, viola, cello, or bass. Many of the students began playing their instruments in the third grade, which is when the string program begins in the North Allegheny School District. The string program in the North Allegheny School District includes over 1600 students in grades 3 to 12.

Things you need to know about the ordering process:

- All ads are black and white, except for the back cover and the inside front and inside back covers.
- Competitive businesses will be separated from each other where possible.
- Checks are written to “NAOPA” (North Allegheny Orchestra Parents Association).
- Suggest that the customer make a copy of the Order Form so that they have all the same information that you have.

When the sale is complete:

Review the order form to be sure that it is complete.

- Did the customer sign it?
- E-mail naopa.ads@gmail.com with your name, the name of the customer, and the size of the ad.
- Place the completed order form and check in the box in your Orchestra Room marked “Program Ads.”

For the Inside Front Cover, Inside Back Cover, and Inside Page 3 ad sales: There is only one of each of these pages. Therefore, each will be awarded based on the receipt of the google form or e-mail, check and completed order form to naopa.ads@gmail.com. It will be the student’s responsibility to make sure the ad copy gets submitted as soon as possible after the sale. The first person to email/submit all ad information gets the ad, as long as the money is submitted to Mrs. Lavelle/Ms. Donato within 24 hours (or by Monday morning, if it’s a weekend). If this sequence does not happen, another student who follows these instructions can step in and get the ad.

If you have sold one of these pages and you are not the first to respond, please return to the business and explain that the position in the program has already been sold and that you will now arrange for them to have a Full Page ad in the program. Then correct the order form and request a new check for the correct amount.

Personal Message ads. The message should be submitted on the google form or clearly typed on a separate piece of paper and attached to the order form. The message can be no more than 20 words.

Your Estimated Profit:

Ad Size	Cost for 2 Ads	Your Estimated Profit
Back Cover*	\$395	\$198
Inside Front*	\$280	\$140
Inside Back*	\$280	\$140
Page Three*	\$220	\$110
Full Page	\$190	\$95
Half Page	\$110	\$55
Quarter Page	\$65	\$33
Personal 2-line Greeting	\$25	\$15

*Only one of these is available.



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October 24, 2025

Dear Friend of the North Allegheny High School Orchestra,

We are asking you to take the time to consider placing an advertising message in the North Allegheny High School Orchestra winter and spring concert programs.

Your sponsorship of the NA Orchestra will provide exposure of your message in over 1200 programs that will be distributed to receptive, involved, and passionate families and friends in the North Allegheny school district and beyond.

Your financial support will enable our hard working and talented orchestra members to attend an orchestra trip in the spring of 2026. This trip provides learning experiences for the orchestra and provides national recognition of the orchestra and its exceptional talents.

Please support the NA Orchestra and reach consumers in your trading area.

Black and white ads are available in full page, half page, quarter page, and personal 2-line greeting sizes. More details are available on the order form.

Thank you on behalf of the entire orchestra and particularly on behalf of the orchestra representative who has contacted you. We appreciate your support of the orchestra. Your generosity directly contributes to the musical growth and development of students in your community.

Best Regards,

Sarah Lavelle and Lauren Donato

Sarah Lavelle and Lauren Donato, Orchestra Directors

If you would like to place your order electronically, please scan the QR code below.





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 North Allegheny Orchestra Parents Association
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North Allegheny High School Orchestra Program Advertisement Order Form

Your ad will run in both the Holiday (Dec. 10, 2025) and the Spring Concert (April 8, 2026) programs

Ad Size	Dimensions	Cost	Check One
Personal Greeting	(Approx 20 Words)	\$25	
1/4 Page/Business Card	2.375" W x 3.875" H	\$65	
1/2 Page	5" W x 3.875" H	\$110	
Full Page	5" W x 8" H	\$190	
Inside Page 3*	5" W x 8" H	\$220	
Inside Front Cover*	5" W x 8" H	\$280	
Inside Back Cover*	5" W x 8" H	\$280	
Back Cover*	5" W x 8" H	\$395	

AD SPECIFICATIONS

All ads will be black and white (except for the back cover and inside front and back covers)

All ads must be placed, paid for and copy received by **November 8, 2025**

Check payable to: **NAOPA (North Allegheny Orchestra Parents Association)**

Ad formats are black and white, high- resolution (300 dpi or higher) TIFFs, JPGs or PDFs ONLY.

Email form and ad to NAOPA.ads@gmail.com

CHECK ONE

- Holiday and Spring ads will be the same
- Spring ad will be different - **Copy due March 23, 2026**

*Only one of each available; they will be awarded based on the first e-mail received to NAOPA.ads@gmail.com

Yes! We will support the North Allegheny High School Orchestra with our advertising!

Advertiser/Company Name _____

Address _____

Contact Person _____

Phone _____ Email address _____

Date _____ Authorized Signature _____

Ad sold by _____

Phone _____ Email address _____

Thank you for your generous support of the North Allegheny High School Orchestra (www.naorchestra.org)

HALF PAGE

Horizontal

5" W x 3.875" H

FULL PAGE

5" W x 8" H

1/4 PAGE

Vertical

2.375" W x 3.875" H