



December 2013

Cir. 097 2013/2014

Dear Old Boys,

School Magazine-Mini Steps

I write to enlist your support for the annual edition of our school magazine, the *Mini Steps*. It will be published at the end of each school year in July. It is a compilation of our school's events and activities and it contains all valuable information, records and photographs of the year's activities, both inside and outside the school. In addition, you will also receive a complimentary copy of the Secondary Division's *Steps* magazine when purchasing the *Mini Steps* magazine, if so wish. It is our sincere hope that our old boys would have a set of these magazines.

To make this valuable publication affordable, we have capped the price at \$100 per magazine. This can only be achieved by heavily subsidizing the printing costs by means of donations and advertisements. Donations of any amount will be gratefully received. The rates for advertisements in the *Mini Steps* are as follows:

<u>Advertisement Rate</u>	<u>Size</u>	<u>Full Colour</u>
Half page	130 x 190 mm	\$2000
Full page	190 x 260 mm	\$4000
Flap open page	260 x 380 mm	\$6000

Should you wish to help us by either making a generous donation or by taking out an advertisement in our school magazine, kindly complete the enclosed reply slip and return it with your donation/payment to the General Office on or before **Friday, 24 January 2014 by mail**. Donations of \$500 or more will be acknowledged in the magazine.

I look forward to receiving your generous support.

Yours faithfully,

Ms. Phyllis Lo
Headteacher

School Magazine-Mini Steps

A. ☐ I do not wish to purchase the *Mini Steps*.

B. I wish to contribute to the *Mini Steps* by (tick the boxes):

- ☐ purchasing _____ copies of the *Mini Steps* at \$100 per copy
 - ☐ I would like to receive a complimentary copy of the Secondary Division's *Steps* magazine.
- ☐ making a donation of \$ _____

If your donation is more than \$500, please also write down the donor's name (one name only) below. The acknowledgement will be in Georgia font 16.

<p>Acknowledgement</p> <p>e.g. Mr. and Mrs. Cheung Ka Wai or</p> <p>Mr. Andrew Lee</p> <p>Please write the donor's name here: _____</p>

C. I wish to take out an advertisement for (please tick the appropriate boxes):

- ☐ Half page: colour using template A*
- ☐ Full page: colour using template B*
- ☐ Flap-open page: colour, using my own artwork, template C +

Please also write down the name(s) for the advertisement

(Please note that no changes will be allowed with the exception of spelling mistakes.)

<p>With the compliments of:</p> <p>_____</p> <p>_____</p>

* See the appendix for the template choices for advertisement.

+ Artwork /All photos should be in the form of jpeg with 300 dpi.

Methods of Payment (Please tick ☒ one box only)

☐ I would like to use a crossed cheque to pay for the Mini Steps.

*"The cheque should be made payable to **"Diocesan Boys' School Primary Division"**.*

Please mark your name and contact number on the back of the cheque.

(Cheque No.: _____; Bank _____)

☐ I would like to use the **"Direct Debit Service of Dah Sing Distinction Platinum Card"** to pay for the Mini Steps. My credit card number and its expiry date are:

X	X	X	X
---	---	---	---

X	X	X	X
---	---	---	---

 -

--	--	--	--

 -

--	--	--	--

Expiry Date:

--	--

 MM /

--	--

 YY

Credit Cardholder's Name: _____ (Mr./Mrs./Ms.*)
(The name printed on the Credit Card)

**Please delete where appropriate*

Name of Old Boy: _____ Year of Graduation: _____

Please contact (Mr. / Mrs. / Miss)* _____

at _____ (telephone no.) during _____ (time)

Contact Address:

Email Address: _____

Date: _____

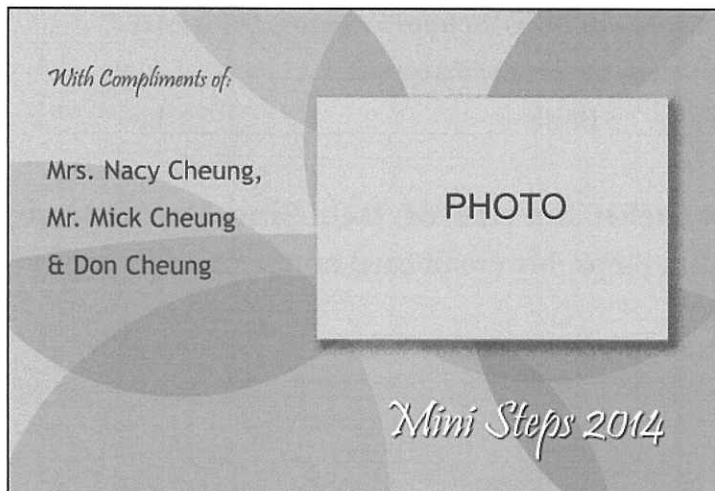
Remarks :

Deadline for submitting **advertising artwork** – **Friday, 14 February 2014**

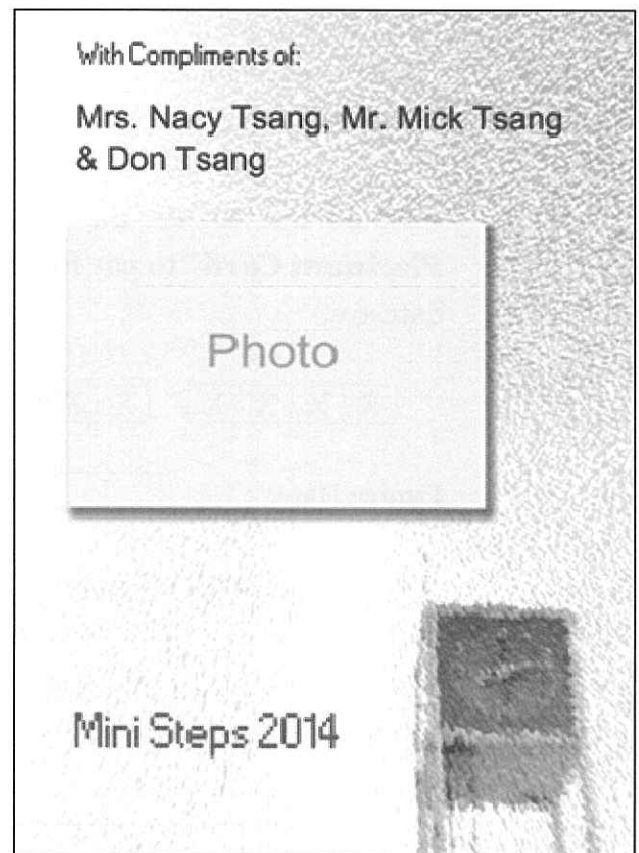
You will still need to purchase a copy of the magazine even if you are taking out an advertisement.

Teacher-in-charge: Ms. Monique Lok

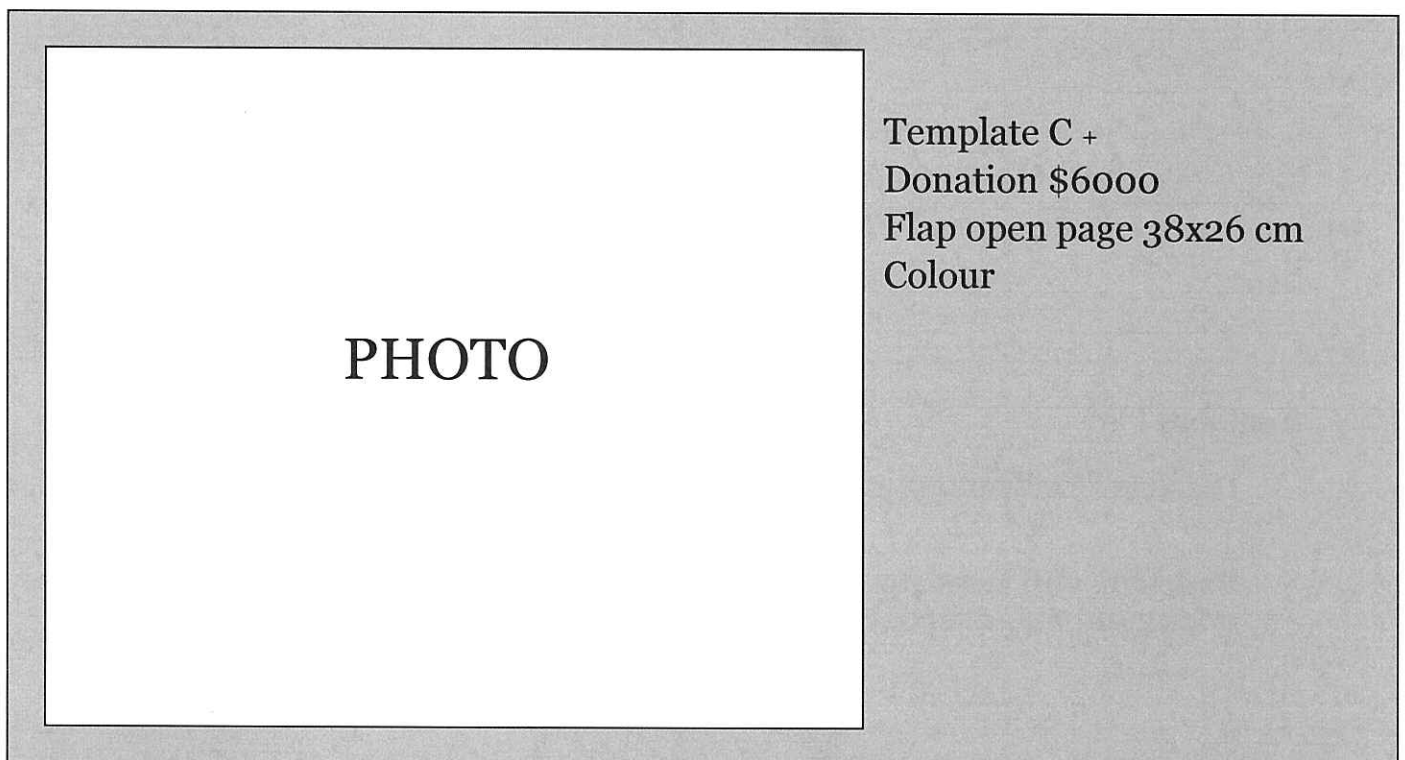
Mini Steps (School Magazine Template Choices)



Template A*
Donation \$2000
Half page 19x13 cm
Colour



Template B*
Donation \$4000
Full page 19x26 cm
Colour



Method for submission of artwork and photo for advertisements:

Please submit your artwork and/or photo for the advertisement you are taking out by sending it by email to the following teacher-in-charge for advertisements: Ms. Grace Ku

GraceKu@dbspd.edu.hk

Alternatively, you may save your artwork / photo in a CD and send it to the school.

Remarks :

+ **Artwork / All photos should be in the form of jpeg with 300 dpi.**

Deadline for submitting advertising artwork – Friday, 14 February 2014.