



**CLOSED CIRCUIT CABLE CHANNEL
RESIDENT CHILDREN'S CLASSIFIED ADVERTISING REQUEST**

NAME: _____ DATE: _____

ADDRESS: _____

SUBDIVISION: _____ PHONE: _____

PARENT'S NAME(S): _____

CLEARLY PRINT YOUR AD BELOW
(How many characters per line? See instructions on reverse side.)

Child's age: _____ . Birthdate: _____

Run Dates	Parent's signature
_____ to _____	_____
_____ to _____	_____
_____ to _____	_____
_____ to _____	_____

Children's Classified Advertising

Children's personal services ads are **free** for Stonegate resident children only. Children must be under age 18 or not yet graduated from high school. Ads run on Channel 22 only - not the admail or Stonegate website. Our Channel 22 ads are more restricted in their circulation. They are transmitted only to TVs in Stonegate homes.

Children may advertise services such as babysitting, pet sitting, dog walking, lawn mowing, mother's helper, computer problems, etc. One ad per child per month, **with the resident parent's permission**. Ads must be renewed every three months. Children may also sell personal items such as CDs or games (not furniture or street-legal motor vehicles), but those ads will run only one month.

Advertising Guidelines

- Stonegate residents kids only, advertising their own goods or services.
Hint: You'll get better response if you include your age in the ad.
- Pictures (JPEGs) can be used. Send your jpeg as an e-mail attachment to noraw@stonegate-scottsdale.com or we can take a picture here at the community center.
- We will design your ad or you may design it yourself. Specifications:
 - ~ Aspect ratio 4:3.
 - ~ 15% "bleed space" margins around the outside of the ad.
 - ~ **This is not a webpage and can't carry as much information because the viewer must be able to read and react in 15 seconds.** Time it aloud.
 - ~ Web pages are viewed from arm's length, but TV screens must be viewable from across the room. So design must be simpler and type must be larger.
 - ~ Use of an inserted picture reduces the number of words you can use in your ad.
- Cable channel 22 ads are power point slides. They run for 15 seconds per screen in a sequence which repeats about every 15 minutes (the exact time depending upon the number of screens in the sequence). How much text can you put on the screen? You should be able to read aloud everything on the screen, including the phone number, in 15 seconds.

Stonegate reserves the right to refuse inappropriate advertising.