



1 June 2020

Dear Sir/Madam,

STEPS 2020 – Advertisement

We write to enlist your support for our school magazine, *Steps*, a compilation of school events published annually, consisting valuable information, records and photographs of the year's activities, both inside and outside of school. This annual publication has had a long history in DBS, and has been perused by students, parents, old boys, and friends of DBS, among which are prominent members of society.

In recent years, more and more firms have placed advertisements in *Steps*. We are writing to appeal for your generous support for this year's publication. Rates are as follows:

| Advertisement | Size | B & W | Full Colour |
|------------------|--------------|---------|-------------|
| A flap-open page | 260 x 380 mm | \$2,000 | \$6,000 |
| A full page | 190 x 260 mm | \$1,500 | \$4,000 |
| Half a page | 130 x 190 mm | \$1,000 | --- |
| A quarter page | 95 x 130 mm | \$ 600 | --- |

* Special requests negotiable

Donations are also welcome and all donors will be acknowledged. Donors of donations over HKD500 will receive a complimentary copy of *Steps 2020*. It is our sincere hope that you have a copy of the school magazine. Due to the current COVID-19 pandemic, *Steps 2020* is scheduled to be published early in the next school year.

The more advertisements and donations we receive, the lower the price of *Steps*. We would be most grateful if you could place your advertisement in *Steps* and submit the attached slip by post, by fax at 2761 1026, or via email to dbshyt@dbse.edu.hk, along with your advertising artwork (if any) by **Monday, 29 June 2020**. Should you have any enquiry, please feel free to contact Ms H.Y. Tang at 2768 5677.

We look forward to your favourable reply and generous donation.

Yours faithfully,


R.K.Y. Cheng
Headmaster

STEPS 2020

Personal Information

Name : (Dr/Mr/Mrs/Ms/Miss)* _____
Address : _____
(for delivery) _____
Contact No. : _____
E-mail Address : _____

Donation

Amount : HKD _____

Advertisement

Firm Name : _____

Advertisement Size : ☐ Flap-open Page ☐ Black & White
☐ Full Page ☐ Full Colour
☐ Half a Page
☐ A Quarter Page

Contact No. : _____ Fax No : _____

Please contact (Dr/Mr/Mrs/Ms/Miss)*

_____ (name)

_____ (telephone no.) during

_____ (time)

Artwork will / will not * be provided for the advertisement.

Paid by : ☐ Cash ☐ Cheque No. (_____)

Date : _____
_____ (Signature)

* Delete where appropriate ☐ Tick the appropriate boxes

Crossed cheques should be made payable to "DIOCESAN BOYS' SCHOOL"

Do not staple cheques to the reply slip.

The deadline for submitting advertising artwork is **Monday, 29 June 2020**.