



Dear PDA Families!

In 2019 the Players Development Academy will complete its 20th year of “excellence through competition!”

To celebrate this tremendous achievement we are planning a **PDA 20th Anniversary Gala** on March 1, 2019 at 7:30 pm at the Doubletree Hotel in Somerset. This special event will take place a few months ahead of our annual PDA Golf Outing where we honor our seniors. More details to follow.

This year our PDA Ad Book will be produced “in time” for our 20th Anniversary Gala.

Keeping in mind that the Gala is before the spring season and that teams will be off for the winter, we are asking that ALL TEAM's **submit their team pictures/ Ads by December 15th**. So please take your team pics before the fall season is over!
***Corporate Ads are due on by January 1.

Here is what we need you to do: Please follow the instructions EXACTLY as requested below to avoid confusion and extra work for all. (We are working with over 90 teams).

Directions for Team Photo:

1. Each Team must assign an Ad Book Coordinator and let us know immediately who that will be. Provide their Name, Email, Cell and the Team they represent. Send to: annchicol@gmail.com
2. Please email your HIGH QUALITY JPEG FORMAT TEAM PICTURE to: annchicol@gmail.com

NOTE, This is new: If you wish to include text with your picture, please add the text to your picture directly before sending it to Ann. *We are unable to add text to pictures this year and can only accept final Ads to be placed in the book.*

NOTE: When you attach your picture to the email please **label the picture file** with your team's Ad SIZE, PDA GENDER, BIRTH YEAR and TEAM NAME. Ex. HALF PAGE PDA, GIRLS 2006 LIGHTNING

NOTE: When sending your email please **include in the subject line** your Ad SIZE, GENDER, BIRTH YEAR, TEAM NAME. Ex. SUBJECT: HALF PAGE PDA GIRLS 2006 LIGHTNING.

NOTE: For corporate ads. Please include in the subject line CORPORATE AD, AD SIZE, COMPANY NAME. Ex. SUBJECT: CORPORATE AD, HALF PAGE, NIKE

Questions: Please direct any questions to Nidhi Kumar at (Nidk77@gmail.com)

Payment- Prices are listed below. Please collect money from your parents- but send one check for the total amount due. Please make check PAYABLE TO PDA and mail check to Melissa Hare (160 Overhill Way Berkeley Heights NJ 07922). Please indicate team GENDER, BIRTH YEAR, TEAM NAME, AD SIZE in the notes section.

- o Team Ad: 1/2 Page \$350/ Full Page \$500
- o Personal Ad: 1/2 Page \$350/ Full Page \$500
- o Corporate Ad: 1/2 Page \$350/ Full Page \$500