

ALL CORRESPONDENCE SHOULD BE
ADDRESSED TO THE HEADMASTER
TELEPHONE : 2711 5191
FAX: 2761 1026
EMAIL: dbsadmin@dbs.edu.hk



DIOCESAN BOYS' SCHOOL
131 ARGYLE STREET
KOWLOON
HONG KONG
WEBSITE: www.dbs.edu.hk

Notice No.: SN/1801-101F

8 January 2018

Dear Parents,

I write to enlist your support for our school magazine, *Steps*, which is an annual compilation of school events and activities. *Steps* is published at the end of each school year in July, consisting valuable information, records and photographs of the year's activities, both inside and outside of school. In addition, parents can receive a complimentary copy of the Primary Divisions' Mini Steps magazine on request when purchasing the *Steps* this year. It is therefore our sincere hope that each student has a copy of the school magazine.

To make this valuable publication affordable, we have capped the price at **\$110** per set of magazines. This can only be achieved by heavily subsidizing the printing costs by means of advertisements and donations. Donations of any amount will be gratefully received. As for advertisements, the rates are as follows:

<u>Advertisement Rate</u>	<u>Size</u>	<u>B & W</u>	<u>Full Color</u>
Quarter page	95 x 130 mm	\$600	N.A.
Half page	130 x 190 mm	\$1,000	N.A.
Full page	190 x 260 mm	\$1,500	\$4,000
Flap open page	260 x 380 mm	\$2,000	\$6,000

Should you wish to help us by either making a donation or placing an advertisement in our magazine, kindly complete the enclosed reply slip and return it to the school with your donation / payment by a crossed cheque made payable to "Diocesan Boys' School" on or before **Wednesday, 24 January 2018**. Donations of \$500 or more will be acknowledged in *Steps*.

I look forward to receiving your generous support.

Yours faithfully,

R.K.Y. Cheng
Headmaster

STEPS 2018

Reply Slip

I wish to contribute to *Steps* by [please tick the appropriate box(es)]

purchasing _____ copy / copies at \$110 each;

I wish / do not wish* to obtain a copy of the Primary Divisions "Mini Steps 2018".

making a donation of \$ _____;
(receipt is needed / not needed* for donation)

Name of Donor: _____

placing an advertisement for $\frac{1}{4}$ / $\frac{1}{2}$ / a full page / a flap open page* in
black and white / full colour* for \$ _____.
(artwork will / will not* be provided for advertisement)

If you wish to place an advertisement in our magazine, kindly leave us your

e-mail address: _____

Paid by CHEQUE : Total Amount: _____

Name of Bank: _____ Cheque no. (_____)

I do not wish to purchase *Steps*.

* Please delete where appropriate

Name of Parent: _____

Name of Student: _____ Class: _____

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

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

Date: _____ Signature: _____

Remarks:

- i) Cheques should be crossed and made payable to "Diocesan Boys' School".
- ii) **DO NOT staple** cheques to the reply slip; use a **paper clip** if necessary.
- iii) The deadline for submitting advertising artwork is **Tuesday, 27 March 2018**.