

# ST. PAUL'S COLLEGE



聖保羅書院

Principal:  
Dr. John Kennard

校長：  
甘納德博士

27<sup>th</sup> January, 2010

Dear Parents and Friends,

St. Paul's College is making preparations to publish the 2009-2010 edition of the annual magazine "Wayfarer".

We are grateful to our many advertisers and patrons for helping us to make the publication of the magazine possible in the past, and hope that we will receive the same support this year.

We would like to invite you to support our school by advertising in this magazine, which has a circulation of more than 2,000. The magazine will be read by students, their parents and many alumni, and will be printed in colour. Undoubtedly, you will find it an effective means of advertisement. The rates for advertisements are as follows:

Full page	(11" × 7.5")	HK\$1,200.00
Half page	(5" × 7.5")	HK\$800.00

Should you not wish to advertise as suggested above, you are still welcome to be one of our patrons. We shall be printing our patrons' names on a special page costing HK\$200.00 per entry.

A complimentary copy of "Wayfarer" will be given to each advertiser or patron.

We propose publishing early this year and would therefore be grateful for pledges as soon as possible. Please complete the reply slip below and return the same to us on or before 5<sup>th</sup> February, 2010. Thank you.

Yours sincerely,

Principal

REPLY SLIP

To: Principal  
St. Paul's College

Re: "Wayfarer" 2009-2010

I wish to advertise one full-page at	HK\$1,200	<input type="checkbox"/>
I wish to advertise one half-page at	HK\$800	<input type="checkbox"/>
I wish to be a patron	HK\$200	<input type="checkbox"/>
I wish to purchase a copy	HK\$100	<input type="checkbox"/>
I do not wish to advertise nor to be a patron		<input type="checkbox"/>

Patron's Name \_\_\_\_\_ (Mr./Mrs./Miss/Co.\*) Tel.: \_\_\_\_\_  
(Please print in **BLOCK LETTERS**)

Address \_\_\_\_\_

Student's name \_\_\_\_\_ Form/Class \_\_\_\_\_ Class No.: \_\_\_\_\_  
(if applicable)

Date: \_\_\_\_\_

Signed by parent/advertiser/patron

\*Delete whichever is not applicable.

Note: 1. Please return payment for advertisement together with the draft advertisement, if possible.  
2. Please pay by cheque if possible. Cheques should be made payable to "St. Paul's College".

## 聖保羅書院

敬啓者：本校即將籌印 2009 至 2010 年度《弘道》校刊。

近年幸賴各廣告客戶、各贊助人鼎力支持，每歲得以如期出版。查本校歷期校刊銷數均達二千份，宣傳效力素著。夙仰 台端 / 寶號 熱心文教事業，用特函請 賜登廣告。是期校刊，全以彩頁印刷，內容尤為豐富，收費如下：計全頁 ( 11"x 7.5" ) 港幣 1,200元，半頁 ( 5"x 7.5" ) 港幣800元。倘不擬刊登廣告，而樂於贊助印刷費每份港幣200元者，均表歡迎。屆時自當將贊助人芳名刊登專頁，校刊出版之日，所有刊登廣告者及贊助人，一律奉贈乙本，藉酬雅意。茲因馬上展開編輯工作，倘蒙 慨助，尚祈於 2 月 5 日或之前填妥回條交還是感。

此致

各位家長 / 社會賢達 台鑒



校長 甘納德博士謹啓

2010 年 1 月 27 日

回 條

敬覆者： 1 月 27 日來函奉悉，關於 貴校校刊《弘道》刊印事宜，

本人 / 行同意刊登全頁廣告一份港幣1,200元

本人 / 行同意刊登半頁廣告一份港幣800元

本人 / 行同意為印刷費贊助人港幣200元

本人 / 行欲訂購一本港幣100元

本人 / 行無意刊登廣告，亦不願為印刷費贊助人

\*行名：\_\_\_\_\_ \*贊助人姓名：\_\_\_\_\_ (正楷) \*先生 / 女士

地址：\_\_\_\_\_ 電話：\_\_\_\_\_

學生姓名：\_\_\_\_\_ 班別：\_\_\_\_\_ 學號：\_\_\_\_\_

(子弟屬本校學生始須填此項)

此覆

聖保羅書院校長

謹覆  
(家長 / 廣告客戶 / 贊助人簽署)

2010 年 月 日

\*請刪去不適用者

註： (一) 廣告稿件，如有可能請連同廣告費一並交還。

(二) 請盡可能以支票付款，支票抬頭人為聖保羅書院。