

SAN FRANCISCO AUXILIARY BENEFITING LUCILE PACKARD CHILDREN'S HOSPITAL AT STANFORD  
**2010 JEWEL BALL PROGRAM CONTRACT**

**ADVERTISING RATES**

The undersigned ADVERTISER hereby contracts with THE SAN FRANCISCO AUXILIARY BENEFITING LUCILE PACKARD CHILDREN'S HOSPITAL AT STANFORD, hereinafter called "THE AUXILIARY" for:

UNIT OF SPACE		
Outside Back Cover, 4/C process	\$1,000.00	<input type="checkbox"/>
Inside Front Cover, 4/C process	\$ 750.00	<input type="checkbox"/>
Inside Back Cover, 4/C process	\$ 750.00	<input type="checkbox"/>
Page, 4/C process	\$ 600.00	<input type="checkbox"/>
Page, B/W	\$ 400.00	<input type="checkbox"/>
One-half page, 4C process	\$ 300.00	<input type="checkbox"/>
One-half page, B/W	\$ 200.00	<input type="checkbox"/>
One third page, B/W	\$ 100.00	<input type="checkbox"/>
Business Sponsor	\$ 50.00	<input type="checkbox"/>

**5% DISCOUNT WILL BE TAKEN OFF THE ABOVE PRICE IF PAID BY: JUNE 1, 2010.**

ABOVE COSTS ARE NET

This program advertising is for the 58<sup>th</sup> Annual Jewel Ball Sponsored by the THE AUXILIARY benefiting the Lucile Packard Children's Hospital at Stanford. The Jewel Ball will be held November 6, 2010.

The advertiser assumes responsibility for additional cost to set any ornate or complicated copy. *Ad correction or creation, if necessary: \$95 per hour* \_\_\_\_\_ (please initial). Advertiser will be contacted prior to additional work.

THE AUXILIARY reserves the right to refuse any advertisement it considers unsuitable for this publication.

This contract is non-cancelable. Please retain last copy.

**Return the white and yellow copies with billing instructions and artwork to:**

**Pam Pace**  
**229 Cypress Avenue**  
**San Bruno, CA 94066**  
**(650) 219-7282 Phone**  
[pam@paces.net](mailto:pam@paces.net)

Check Enclosed  
 Send Invoice

Make check payable to: S.F. AUX. to LSPCH

\*If advertiser fails to provide copy and/or materials to meet the deadline of the 2010 Jewel Ball Program in which Advertiser has ordered space, publication reserves the right to charge for the space reserved. The space will carry Advertiser's name.

**MECHANICAL SPECIFICATIONS AND REQUIREMENTS**

**REPRODUCTION:**

Printing ..... Lithography  
 Screen Requirements ..... 300 line screen  
 Publication trim size ..... 5 -1/2" x 8 -1/2"

**SIZES:**

Full Page Bleed, covers only  
 (inside and back) ..... 5.75" x 8.75"  
 Full Page ..... 5" x 8"  
 Half Page ..... 4.5" x 3.75"  
 Third Page ..... 4.5" x 2.5"  
 Safety Area ..... 5" wide x 8" deep

**PREFERRED MATERIAL:**

*Email-supplied .pdf or .jpg highly preferred!!!*

ADS: High Resolution .pdf ... 300 line  
 All color ads must be converted to CMYK

PHOTOS: High Resolution .jpg

**CLOSING DATE**

\*All contracts and materials must be received by:  
**August 1, 2010.**

Artwork enclosed  Artwork to come

ADVERTISER: \_\_\_\_\_

By: \_\_\_\_\_  
 (Authorized Signature)

\_\_\_\_\_  
 (Address)

\_\_\_\_\_  
 (City) (State) (Zip)

\_\_\_\_\_  
 (Phone) (Email)

At the request of: \_\_\_\_\_

(Members Name)