

SAN FRANCISCO AUXILIARY BENEFITING LUCILE PACKARD CHILDREN'S HOSPITAL AT STANFORD
2011 JEWEL BALL PROGRAM CONTRACT

ADVERTISING RATES

MECHANICAL SPECIFICATIONS AND REQUIREMENTS

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

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

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, 2011.

PREFERRED MATERIAL:

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

ABOVE COSTS ARE NET

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

This program advertising is for the 59th Annual Jewel Ball Sponsored by the THE AUXILIARY benefiting the Lucile Packard Children's Hospital at Stanford. The Jewel Ball will be held November 12, 2011.

PHOTOS: High Resolution .jpg

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.

CLOSING DATE

*All contracts and materials must be received by:
August 1, 2011.

Artwork enclosed Artwork to come

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

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 2011 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.

ADVERTISER: _____

By: _____
 (Authorized Signature)

 (Address)

 (City) (State) (Zip)

 (Phone) (Email)

At the request of: _____
 (Members Name)