

SAN FRANCISCO AUXILIARY BENEFITING LUCILE PACKARD CHILDREN'S HOSPITAL STANFORD  
**2020 JEWEL BALL PROGRAM CONTRACT**

**ADVERTISING RATES**

The undersigned ADVERTISER hereby contracts with THE SAN FRANCISCO AUXILIARY BENEFITING LUCILE PACKARD CHILDREN'S HOSPITAL 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"/>
One-half page, 4/C process	\$ 300.00	<input type="checkbox"/>
Business Sponsor (Business Card)	\$ 50.00	<input type="checkbox"/>

**PREFERRED MATERIAL:**

*Email-supplied .pdf or .jpg preferred*

**This program advertising is for the 68th Annual Jewel Ball Sponsored by the THE AUXILIARY benefiting the Lucile Packard Children's Hospital Stanford. The Jewel Ball will be held on November 7, 2020.**

The advertiser assumes responsibility for additional cost to set any ornate or complicated copy. 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-cancellable. Please retain a copy.

**Return with billing instructions and artwork to:**

**Kathleen Duffy**  
**100 Alta Mesa Court**  
**Moraga, Ca. 94556**  
**(415) 760-0981**

Check Enclosed

**Email to:**

**duffykatheleen@sbcglobal.net**

Send Invoice

Make check payable to: SF Auxiliary to LPCH

\*If advertiser fails to provide copy and/or materials to meet the deadline of the 2020 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 ..... Digital  
 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

**Auxiliary Members:**

Hospital Page, Full Page ..... \$ 400.00   
 Hospital Page, 1/2 Page ..... \$ 200.00   
 Hospital Page, 1/3 Page ..... \$ 100.00   
 Children's Pages, Color ..... \$ 65.00  each

Number of Children's photos \_\_\_\_\_

Note: Supply caption information (member name, family relation, children's names)

\_\_\_\_\_  
 \_\_\_\_\_

**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  
**September 30, 2020**

Repeat Artwork From Last Year

Artwork enclosed       Artwork to come

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

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

\_\_\_\_\_

(Address)

(City)

(State)

(Zip)

(Phone)

(Email)

At the request of: \_\_\_\_\_  
 (Member's Name)