



Program Book - Advertising Contract

Requirements/Conditions:

1. All print ads must be camera-ready (high res jpg, pdf or tiff file format) and sent on CD or via e-mail
2. **We regret that no materials can be accepted after Friday, August 7, 2009**
3. Payment for your advertising is due with this completed contract to reserve space
4. Make checks payable to Meals On Wheels Delaware
5. For questions regarding advertising, contact Brook Patterson at (302) 656-3257 x104

Make your selection by placing a check or X on the appropriate line:

_____ Full Page Ad (10"H x 7"W) \$ 375
 _____ Half Page Ad (4.75"H x 7"W) \$ 225
 _____ Quarter Page Ad (4.75"H x 3.25"W) \$ 150
 _____ Two-Page Spread (black & white) \$ 600

CONTACT NAME & TITLE _____
 BUSINESS NAME _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE _____ FAX _____ E-MAIL _____

We are a *Denim & Diamonds* Sponsor, so our ad is included with our sponsorship
 We agree to pay \$ _____ Check Enclosed Credit Card Bill Me

_____ VISA _____ MC _____ Amex _____ Discover

CARD NUMBER _____ EXP. _____

CARDHOLDER'S NAME _____ SIGNATURE _____



Advertising Specs, File Formats & Shipping Information

All ads must be received by Friday, August 7, 2009

AD DIMENSIONS

Full Page - 7"W x 10"H

Half Page - 7"W x 4.75"H

Quarter Page - 3.25"W x 4.75"H

AD FORMATS (formats listed in order of preference)

tiff or jpg file

Files must be CMYK, high resolution (300 dpi at actual size).

JPG files must be high resolution with the least amount of compression applied (large file size)

PDF file, high resolution (300 dpi), file actual size

Quark files must include:

- ◆ The Quark document
- ◆ All fonts used in the document. For PostScript fonts both the printer and screen font must be supplied.
- ◆ All artwork and images used in the document. Artwork must be CMYK, high resolution (300 dpi at actual size), or vector art (resolution independent)
- ◆ Supply hardcopy for reference

Please Note: If using Page Maker files, please convert to PDF files before forwarding. We DO NOT accept files created in Microsoft Publisher.

SHIPPING

All printouts and discs should be sent via Federal Express or UPS to:

Meals On Wheels Delaware
Denim & Diamonds
100 West 10th Street, Suite 207
Wilmington, DE 19801

Electronic files should be e-mailed to: bpatterson@mealsonwheelsde.org