



Valle Monte League Inc.

# Advertising Contract Christmas Tree Elegance

As an advertiser in the Christmas Tree Elegance Program Book, your company name and information are listed in the Advertiser Directory in the Book. The Program Book is distributed to each guest who attends the Christmas Tree Elegance events. Please provide your ad per the Printer Guidelines and Ad Specs.

*Thank You for your Support!*

## STANDARD AD

The following Advertising options are available. Please circle one.

### Advertising Options:

		<u>B/W</u>	<u>COLOR</u>
1. Quarter Page/Business Card (4 3/4 x 2)	[Landscape]	\$250	\$300
2. Quarter Page/Business Card (2 3/8 x 4)	[Portrait]	\$250	\$300
3. One-half Page (4 3/4 x 4)	[Landscape]	\$450	\$500
4. Full Page (4 3/4 x 8)	[Portrait]	\$900	\$1,000
5. Full Page (8 x 4 3/4)	[Landscape]	\$900	\$1,000
6. Inside Back Cover (Full Page)	[Portrait or Landscape]	\$1,500	\$1,500
7. Outside Back Cover (Full Page)	[Portrait or Landscape]	\$3,000	\$3,000
8. Page Sponsor	<i>Limited Quantity</i>	\$100	n/a

("This page sponsored by \_\_\_\_\_")

## NON-STANDARD AD

In order **not to** incur additional charges, please provide your ad in a digital file format in the exact size. Any ad that is different from the above size dimensions will incur an alteration fee. Please circle below any additional charges being requested.

### Additional Production Charges:

Alteration fees:	Quarter Page/Business Card	[Portrait or Landscape]	\$30
	One-half Page	[Landscape]	\$40
	Full Page	[Portrait or Landscape]	\$50

## CONTACT INFORMATION (Please print)

Use same ad copy as last year?

Yes

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_

Contact Name \_\_\_\_\_

Fax (\_\_\_\_) \_\_\_\_\_ E-Mail \_\_\_\_\_

### AD COST

Ad Cost \$ \_\_\_\_\_

Alteration Fee \$ \_\_\_\_\_

**Total Ad Cost:** \$ \_\_\_\_\_

### PAYMENT INFORMATION VISA/MC/Discover or Check \_\_\_\_\_

Name \_\_\_\_\_

C/C # \_\_\_\_\_

Exp. \_\_\_\_\_ Security Code \_\_\_\_\_

**Although every effort will be made to honor page placement requests, placement is not guaranteed. Valle Monte League, Inc. reserves the right of final approval on submitted material.**

**I AGREE TO THE TERMS LISTED ABOVE.** Signature: \_\_\_\_\_

**Please return this completed form (white copy) with your ad and payment to:  
Valle Monte League, Inc. \_\_\_\_\_**

VM Contact: \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

White-Ad Chairman      Yellow – Advertiser



Valle Monte League Inc.

**PROGRAM BOOK  
PRINTER GUIDELINES**  
*Christmas Tree Elegance*

Please provide your ad in digital file format to:  
**cathydemaria@aol.com**

To ensure the highest quality ad for our advertisers,  
please refer to the following Guidelines:

**Computer Generated Ads:**

We prefer to receive all advertising as a HIGH RESOLUTION (300 DPI) digital file. Please include all links.

**Software:**

Adobe Illustrator CS4 or below, InDesign CS4 or below, Adobe PhotoShop CS4 or below, Quark Express 8.0 or below or Microsoft Word are accepted.

**Media:**

PC or MAC disks accepted. We accept CDs or ZIP disks. Please label the disk with a name and address it if needs to be returned. We also accept E-mail attachments and FTP uploads.

**Fonts:**

The disk must include all fonts. If fonts are missing, substitute fonts will be used.

**Sizing:**

Ads must be SIZED and FORMATTED according to the purchased advertising space:

Full Page:	4 3/4" X 8"	Portrait or landscape format
Half Page:	4 3/4" X 4"	Landscape format
Quarter Page/Business Card:	4 3/4" X 2"	Landscape format
Quarter Page/Business Card:	2 3/8" x 4"	Portrait format

**Proofs:**

A printout or proof of the ad MUST be included. It is our only way to verify if the ad reproduces as intended.

**Ad Creation and Generation:**

Major changes will incur a charge of \$50. This includes converting color to black and white and photos, pictures and background.

**VALLE MONTE LEAGUE, INC. AD SPECS  
CHRISTMAS TREE ELEGANCE PROGRAM BOOK**

**Quarter Page Ad**  
**\$250 B/W**  
**\$300 Color**  
**4 3/4" x 2"**  
(landscape)

**Quarter Page Ad**  
**\$250 B/W**  
**\$300 Color**  
**2 3/8" x 4"**  
(portrait)

**Quarter Page Ad**  
**\$250 B/W**  
**\$300 Color**  
**4 3/4" x 2"**  
(landscape)

**Full Page Ad**  
**\$900 B/W**  
**\$1,000 Color**  
**4 3/4" x 8" (portrait)**  
**8" x 4 3/4" (landscape)**

**Half Page Ad**  
**\$450 B/W**  
**\$500 Color**  
**4 3/4" x 4"**  
(landscape)