

## ADVERTISING FORM

Friends Select School  17<sup>th</sup> & Benjamin Franklin Parkway  Philadelphia, PA 19103  
 215/561-5900, ext. 131  nancyr@friends-select.org  www.friendsselectauction.org

### ADVERTISING IN THE AUCTION CATALOG

Why advertise? Over 2,500 Friends Select School parents, friends, staff, and alumni/ae will be reached by your ad in this beautifully printed publication.

- Promote your own business, a business for which you work, or suggest it to a business you frequent
- Show your support and smiles by submitting a family ad
- Let teachers and staff know they are appreciated with an ad

The auction catalog is released approximately one week before the auction in order to view advertisements and bidding items.

### HOW TO ADVERTISE — EASY AS 1, 2, 3

1. Choose your ad size, provide your name and address below and attach a check or payment information.
2. Submit camera-ready art (email preferred) in one of the accepted formats.
3. Return everything to Friends Select School by March 14 at the address listed above or by email to nancyr@friends-select.org.

Please submit one form for each ad, **no later than March 14, 2008**. Additional advertising forms can be obtained from the Development Office or downloaded from [www.friendsselectauction.org](http://www.friendsselectauction.org).

### AD SIZES (please circle one)

Full page (7.25"w x 9.5"h)	\$300
Half page (7.25"w x 4.5"h)	\$200
Quarter page (3.5"w x 4.5"h)	\$100
Business card (3.5"w x 2"h)	\$50

*Ad Delivery Deadline: March 14, 2008*

- Ads in digital form should be emailed to nancyr@friends-select.org.
- Hard copy ads — i.e., business cards — are also acceptable and should be attached to this form.

### AD SPECIFICATIONS

To ensure the highest quality print reproduction, digital delivery of ads is preferred in the following formats:

- TIFF, JPG or Photoshop EPS files: 300 dpi minimum resolution at 100% of actual ad size. Select black & white or “grayscale” option when saving files.
- Adobe Acrobat PDF files: Select “Press Quality” or “Standard” resolution settings when generating file and save as black & white at 100% of actual ad size.
- QuarkXpress, Adobe InDesign, or Illustrator EPS files: Convert to “Press Quality” or “Standard” resolution PDF format at 100% of actual ad size and save all associated photos and type as black & white.
- We cannot accept GIF, low-resolution JPG, PCT, Word, website graphics or other file formats.

All ads will be printed in black & white.

### ADVERTISER INFORMATION

Company/Individual Name \_\_\_\_\_

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

Address \_\_\_\_\_

Phone # \_\_\_\_\_

Email \_\_\_\_\_

Form of Payment:  Check # \_\_\_\_\_  VISA/MC  AMEX  Contact me for payment

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

CCV: \_\_\_\_\_

Signature: \_\_\_\_\_

Parent Representative: \_\_\_\_\_