



Received Date: _____

Seton School Ad Campaign 2012

Ad Contract form to reserve space in the Program Book for Seton School's Spring Musical production

April 13, 14 & 15 ~ and ~ April 20 and 21: Tickets available four weeks before opening night.

'Proof' copy is only available for Customized Full-Page ads, and only via email for early submissions that are paid-in-full. *Any provided material NOT proportional to the purchased ad space is subject to cropping, reformatting, or editing at the discretion of the program book's pre-press production team. Digital art must be properly proportioned JPG or PDF files (600-dpi) emailed to: adcampaign@seton-school.org

Ad copy & completed contract forms must be documented as received before February 17, 2012 to make the publication deadline.

Name of SETON Seller/Representative Family
Name of Advertiser/Donor or Subject/Cause:
Mailing Address of Advertiser/Organization:
Telephone Number of Advertiser/Organization:
Email of Advertiser/Organization: <input type="checkbox"/> Include in Ad
Look-up/Index Category (Required to appear in playbill index):

Tax Receipt Requested (If different email address than above, include here): _____

Type of Program Book Ad (ALL ads are one-color/black ink):

- Back Cover** (ONE only!): @ \$400
- Inside-Cover Page** (Inside-Front/Inside-Back Cover): @ \$350
- Full-Page on Color-Stock** (B&W/vertical: 4-3/8" x 7-3/8"): @ \$200
- Full-Page** (Vertical: 4-3/8" x 7-3/8"): @ \$150
- Half-Page** (Horizontal/near-square: 4-3/8" x 3-5/8"): @ \$100
- Quarter-Page** (Business Card/horizontal: 4-3/8" x 1-7/8"): @ \$75
- * **Friend of Seton** (Text message 176-character limit): @ \$20
- ~ **No Ad - Donation Only:** \$ _____

Seton School is a 501(C) (3) educational organization. Donations to Seton School are tax deductible

- Re-Run same Ad from Page(s) _____ of _____ (year).
- New Ad: Hard-copy camera-ready art provided is exactly as desired as attached (scan required) *Note: Any provided material NOT proportional to the purchased ad space is subject to cropping, reformatting, or editing at the discretion of the program book's pre-press production team.
- New Ad: Digital 600-dpi JPG or 600-dpi PDF file to arrive via Email to: adcampaign@seton-school.org (Email Subject Line must contain Advertiser/Identifying Name for Ad, and ad-type/size: Color-Page, Full, Half, Quarter)
- New Customized Ad: Program Book Production Team is requested to create my ad's layout/design. Reference materials, and special instructions attached. Custom-Design services are **ONLY** available for Half-Page and Full-Page ads.

>>> No cash, please! Remit checks or money orders payable to: 'Seton School ~ Manassas, VA' <<<

9314 Maple Street, Manassas, VA 20110-5118 ~ 703-368-3220 ~ adcampaign@seton-school.org

* This form is also available on-line @ <http://www.seton-school.org/adcampaign.html>

For SETON AD CAMPAIGN OFFICE Use ONLY

Contract Number: _____
 Amt. Rec'd with Contract: \$ _____
 Check: Other: \$ _____

Check #:	Check Date:	Amount:
		\$ _____
		\$ _____

Ad Processing Details: Mark all that Apply

- Re-Run previous year Ad as indicated.
- New camera-ready art attached (scan required)
- New digital-copy art to arrive via Email
- New Ad: Custom work Requested!
- New Text-Only (typesetting required)
- No Ad - Donation Only (provide Tax Receipt)
- Contract No. Assigned
- Payment received & recorded

Volunteer initials: _____

Student ID #(s)	Specify allocation per student to be credited	Amt./Total ea.
		\$ _____
		\$ _____
		\$ _____

Name of student(s) to receive credit _____

Grade _____

