

For office use only:  
 Pd Ad Cp Ad UW  
 Solicitor: \_\_\_\_\_

**Mary Immaculate Catholic School**  
**2008 Heart of Gold Auction: Soaring to Great Heights**  
 14032 Dennis Lane • Farmers Branch, Texas 75234 • 972-243-7105

**PROGRAM ADVERTISEMENT FORM**

*Please print or type. Asterisk \* denotes required fields.*

*Sponsor/Firm (as it should be listed in the Program):		*Phone:
Address:	City/State	Zip:
Authorized Signature:	Type of Business:	Date:
Special Instructions:		
<input type="checkbox"/> Check if repeat ad from previous year.		

**AD SPECIFICATIONS (circle one)**

<b>Ad</b>	<b>Dimensions</b>	<b>Cost</b>
Business Card Size (1/8 Page)	2" x 3 1/2"	\$50
1/4 Page Vertical	3 1/2" x 4 7/8"	\$100
1/2 Page Horizontal	7 3/8" x 4 7/8"	\$250
Full Page Vertical	7 3/8" x 10"	\$500
2 Page Spread		\$1000

**MECHANICAL SPECIFICATIONS**

All ads must be camera ready and sized according to the ad dimensions above. Ads must be furnished as either:

- 1) FILM NEGATIVE accompanied by a hard copy proof, 150-175 line screen, right-reading, emulsion down;
- 2) POSITIVE in the form of one-piece velox, stat, Fiery, or 300dpi or higher laser print.
- 3) Digital Media PDF File – Quality subject to printer’s capabilities.

There are no placement guarantees within the Program pages. The Advertiser agrees to pay for any halftones, alterations or typesetting required by the printer. **PAYMENT AND AD COPY MUST BE RECEIVED BY February 1, 2008 TO BE INCLUDED IN THE AUCTION PROGRAM.**

*Make checks payable to Mary Immaculate.*

*Keep a copy for your tax records.*