



# 19<sup>th</sup> Annual Move-a-thon Booklet Ad Form



Event: Friday, May 18, 2018 / Ad Deadline: Wednesday, May 2, 2018

\_\_\_\_\_

Your Name (and Title, if applicable) Business Name (if applicable)

\_\_\_\_\_

Address City State Zip Code

\_\_\_\_\_

Email Address Website (if applicable)

(\_\_\_\_\_)\_\_\_\_\_ (\_\_\_\_\_)\_\_\_\_\_

Daytime Phone Number Cell Number

I am a Peirce School parent.  I am a Peirce School student.  I am a Peirce School teacher/staff.

### **STEP 1: PICK YOUR AD TYPE AND SIZE.**

#### "Shout-outs":

\_\_\_ Text only. Words up to 50 per space. \$30 per Shout-out. *The number of shout-outs received will determine the shape that will be used- example: Speech bubble.*

E-mail your text only shout-out to **manini@friendsofpeirce.org** no later than **May 2, 2018**. Please remember to include this subject line – "Ad Sponsor Shout-out From [your name]". Include your student's information in the e-mail.

Submit your text below. (Student Information: Name: \_\_\_\_\_)

Homeroom: \_\_\_\_\_)

Payment information on back.

Note: ALL words and all names count toward your word total. (examples: "Best of luck, Layla & Ivan! We are your biggest fans. Love, Mom, Dad, Mila, Jason and Ali" counts as 18 total words.

(text ONLY)– please handwrite (clearly and legibly) the text for your shout-out.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### **FIRST COME, FIRST-SERVED AD OPPORTUNITIES (please check one)**

| <u>Prominent Placement Page</u> | <u>Dimensions</u> | <u>Cost</u>  |
|---------------------------------|-------------------|--------------|
| _____ <b>Outside Back Cover</b> | 5" W x 8" H       | <b>\$275</b> |
| _____ <b>Inside Front Cover</b> | 5"W x 8" H        | <b>\$250</b> |
| _____ <b>Inside Back Cover</b>  | 5" W x 8" H       | <b>\$250</b> |
| _____ <b>Center Spread</b>      | 10.5" W x 8" H    | <b>\$325</b> |



### FULL-PAGE, HALF-PAGE AND QUARTER-PAGE OPPORTUNITIES

|                                    |                               |       |
|------------------------------------|-------------------------------|-------|
| _____ Full Page                    | 5" W x 8" H                   | \$175 |
| _____ Half Page Horizontal Only    | 5" W x 3-7/8" H (5" x 3.875") | \$90  |
| _____ Quarter Page Horizontal Only | 5" W x 1-7/8" H (5" x 1.875") | \$50  |

### STEP 2: ARTWORK OPTIONS

#### AD/ARTWORK INFORMATION (please check one)

\_\_\_\_\_ My ad has been sent via e-mail to [manini@friendsofpeirce.org](mailto:manini@friendsofpeirce.org) on this date: \_\_\_\_\_.

\_\_\_\_\_ My ad will be sent via e-mail to [manini@friendsofpeirce.org](mailto:manini@friendsofpeirce.org) no later than **Wednesday, May 2, 2018**.

#### TECHNICAL SPECIFICATIONS (full, half and quarter page ads only)

- **Ad format should be high-resolution PDF at final size.** All ads are black and white.
- Please send a hard copy of your ad with payment, if possible (for our files).
- Standard word processing software is acceptable for text-only ads.

### STEP 3: AD SUBMISSION OPTIONS

#### E-MAIL

Please remember to include this text as your subject line– "**Move-a-thon Ad FROM [your name/company name] ATTACHED**". Send to Manini Rao at [manini@friendsofpeirce.org](mailto:manini@friendsofpeirce.org).

#### PARENTS OR STUDENTS DROPPING PAYMENT/AD OFF AT SCHOOL

Parents, please submit this form and your payment to your child's teacher in an envelope marked "**Move-a-thon Ad FROM (your name & Student homeroom)**". Please make sure to have all of the following information on the outer envelope to ensure that it reaches us: **Attn: Manini Rao (Ad Sponsor Booklet)**

#### Step 4: PAYMENT

- **CASH** totaling \$\_\_\_\_\_ enclosed
- **CHECK** payable to "Friends of Peirce" for \$\_\_\_\_\_ enclosed
- **PAYPAL** payment receipt from [www.friendsofpeirce.org](http://www.friendsofpeirce.org) for \$\_\_\_\_\_ enclosed. (Please be sure to write in comments what your payment is for when paying through PayPal)

#### USPS (for your company only)

If your company is submitting an ad, they can mail payment to arrive no later than May 2, 2018 to:

**Helen C Peirce School of International Studies**  
**Attn: Manini Rao (Move-a-thon/ Ad Sponsor Book)**  
**1423 W Bryn Mawr Ave.,**  
**Chicago, IL 60660**

