



**MARDI GRAS 2010**  
Supporting Scholarships for Tomorrow's Leaders

**ADVERTISING CONTRACT**

**Ursuline Academy of Dallas**  
4900 Walnut Hill Lane  
Dallas, TX 75367  
P.O. Box 671267  
Dallas, TX 75367  
(P) 469.232.3964 / (F) 469.232.3970  
[www.uamardigras.org](http://www.uamardigras.org)

Advertiser / Firm Name (as it should appear in program)		Contact		Phone	
Street Address		City	State	Zip	
Authorized by (signature)		Email			Date
Mardi Gras Representative			Phone		

**AD SELECTION:**

- Standard Business Card 3.5" x 2" \$150
  - Quarter Page 3.375" x 5" \* \$300
  - Half Page Horizontal 7" x 5" \* \$600
  - Half Page Vertical 3.375" x 10.25" \* \$600
  - Full Page 7" x 10.25" \* \$800
  - Inside Front Cover 7" x 10.25" no bleed; 8" x 11.25" w/ .125" bleed \$2,000
  - Inside Back Cover 7" x 10.25" no bleed; 8" x 11.25" w/ .125" bleed \$2,000
  - Outside Back Cover 7" x 10.25" no bleed; 8" x 11.25" w/ .125" bleed \$2,500
- \* No Bleeds
- Grayscale ads are standard.  
 Color (CMYK), additional charge \$300

**AD / ARTWORK SUBMISSION:**

- Adobe PDF file sent via email to [mardigras@ursulinedallas.org](mailto:mardigras@ursulinedallas.org).
- Adobe PDF file provided on CD and sent to:  
Ursuline Mardi Gras Office, P.O. Box 671267, Dallas, TX 75367.
- Mardi Gras Program Committee to prepare ad with provided digital images & copy. Please place items along with layout instructions into an envelope, attach to this contract, and send to:  
Ursuline Mardi Gras Office, P.O. Box 671267, Dallas, TX 75367.

**We accept the following digital formats:**

- ♦ Press-Optimized PDF, 300 dpi or higher (preferred)
- ♦ Photoshop TIF, EPS, or JPEG (300 dpi or higher)
- ♦ Illustrator native or EPS (version 10 or lower)
- ♦ Microsoft Word (for text only, no embedded images)

All fonts must be converted to paths or outlines.

**AD SPECIFICATIONS:**

We CANNOT accept the following files:

- ♦ Publisher ♦ Quark
- ♦ Power Point ♦ Excel
- ♦ Pagemaker ♦ GIF or BMP

Ads are black & white (grayscale) or CMYK only. RGB files intended for either will be converted to the required target. Please submit artwork publication-ready, formatted to final size without need for modification or resolution enhancement. For reflective art to be scanned, submit 300 dpi or higher laser print, velox or stat.

Payment and ad materials must be received by **January 8, 2010** to be included in program.

**PAYMENT METHOD:**

- CHECK: Made payable to "Ursuline Academy of Dallas." Please remit with contract. Check \_\_\_\_\_ Amount \$ \_\_\_\_\_
  - CHARGE: Please bill:  VISA  AMEX  MasterCard  Discover Amount \$ \_\_\_\_\_
- Account Number: \_\_\_\_\_ Exp Date (mm/yy): \_\_\_\_\_
- Name as it appears on card: \_\_\_\_\_
- Billing Address: \_\_\_\_\_
- Signature of Cardholder: \_\_\_\_\_ Date: \_\_\_\_\_

Ursuline Academy – IRS 501(c)3 Organization Taxpayer ID Number 75-2732215  
Foundation (Endowed Funds) – IRS 501(c)3 Organization Taxpayer ID Number 75-2789158

Return this contract to: Ursuline Mardi Gras, PO Box 671267, Dallas, TX 75367

Payment and contract must be received by **January 8, 2010** to be included in the program

White – Committee      Yellow – Acknowledgement      Pink – Donor (**retain pink copy for tax purposes**)