



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

ADVERTISING CONTRACT

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

AD SELECTION:

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

<p>AD / ARTWORK SUBMISSION:</p> <p><input type="checkbox"/> Adobe PDF file sent via email to mardigras@ursulinedallas.org.</p> <p><input type="checkbox"/> Adobe PDF file provided on CD and sent to: Ursuline Mardi Gras Office, P.O. Box 671267, Dallas, TX 75367.</p> <p><input type="checkbox"/> 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.</p> <p>We accept the following digital formats:</p> <ul style="list-style-type: none"> ♦ 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) <p>All fonts must be converted to paths or outlines.</p>	<p>AD SPECIFICATIONS:</p> <p>We CANNOT accept the following files:</p> <ul style="list-style-type: none"> ♦ Publisher ♦ Quark ♦ Power Point ♦ Excel ♦ Pagemaker ♦ GIF or BMP <p>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.</p> <p>Payment and ad materials must be received by January 20, 2012 to be included in program.</p>
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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 20, 2012** to be included in the program
 White – Committee Yellow – Acknowledgement Pink – Donor (retain pink copy for tax purposes)