



District 103 PTO 2012-2013 School Year Advertising Details

PTO Student Directory

Landscape Format, ALL Ads are printed in Black and White

<u>Advertisement Size</u>	<u>Ad Size</u>
Platinum/Full Page \$450	10 inches wide by 7.5 inches high
Gold/Half Page \$250	4.75 inches wide by 7.5 inches high
Silver/Quarter Page \$150	4.75 inches wide by 3.5 inches high
Bronze/Business Card \$103	3 inches wide by 2 inches high

PTO Book Fair Booklet

Portrait Format, Ads are printed in either Color or Black and White per request

<u>Advertisement Size</u>	<u>Ad Size</u>
Platinum/Full Page \$450	7.5 inches high by 10 inches high
Gold/Half Page \$250	7.5 inches wide by 4.75 inches high
Silver/Quarter Page \$150	3.5 inches wide by 4.75 inches high
Bronze/Business Card \$103	3 inches wide by 2 inches high

**Directory and Book Fair Ad formats accepted:
.jpg or .bmp file (minimum 300dpi resolution)**

Submit All Artwork or Advertisements via email attachment to pto@d103.org

Run for the Fields/5K

Logo/Name will be used in the following manners based on sponsorship level:

<u>Sponsorship Level</u>	<u>Logo Usage</u>
Title \$5000	Logo, Featured first and in largest size on t-shirts, posters, brochures, and advertisements - plus Logo on Finish Banner
Gold \$2500	Logo – Featured second and in large size on t-shirts, posters, brochures, and advertisements - Plus Mile Marker, water Station or Start/Finish recognition as requested
Silver \$1000	Logo – Featured third and in medium size on t-shirts, posters, brochures, and advertisement
Friend \$300	Company/Organization/Family name featured on all t-shirts, posters, brochures, and advertisements

Artwork Requirements for Corporate Logo:

- All files must be in .EPS format.
- All fonts must be converted to outlines.
- Please submit files with images sized for printing.
- Compress large files (over 20 MB) using Stuff-it or Winzip.
- Flatten all files.
- All images will be in a single, contrasting color to the t-shirt background.

Applications Accepted:

- ADOBE ILLUSTRATOR – our preferred file format. Create outlines for fonts. Save as .EPS
- FREEHAND – convert text to paths. Save as .EPS.
- COREL DRAW – Convert text to paths. Save as .AI file.
- ADOBE PHOTOSHOP – Should be used only for photographic images, not great for type or logos.
- QUARK – Must include all font files and placed images.

Placing a scanned image (or an image created in another program) into an illustrator file does not make the file a vector image.

Applications NOT Accepted:

The following programs do not allow us to create proper separations:

- POWERPOINT
- WORD or any word processing program.

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