



# 2011 - 2012 Program Book Contract & Specifications

### AD SIZE (check one)

	CCSO Program	CCSO & CCAYO Program
Full-Color Ad	O \$1,500	(n/a)
Premium Page*	O \$ 900	O \$1,100
Full Page 4.5" (w) x 7.5" (h)	O \$ 800	O \$1,000
Half Page 4.5" (w) x 3.63" (h)	O \$ 425	O \$ 525

### ARTWORK (check one) DEADLINES:

- New Art Contract — July 29, 2011
- Use Previous Art Content & Payment—Aug. 12, 2011

\* Premium Pages are full page ads placed in high visibility locations. Spaces are limited and issued in the order they are received.

### MAIL CONTRACT TO:

Ms. Rosaura A Marroquín  
P O Box 495  
Corpus Christi, TX 78403-0495  
RMarroquin@ccsymphony.org

PH: 361.882.2717  
FAX: 361.882.4132

### MAIL ART TO:

Jim Forsythe  
605 Peerman  
Corpus Christi, TX 78411  
jforsyth@stx.rr.com  
PH: 361.854.0094

### ADVERTISER:

Company \_\_\_\_\_

Contact \_\_\_\_\_ Signature \_\_\_\_\_

Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

### When building your files, please use the guidelines below:

- All files must be built as grayscale (exception would be the Full-Color Ad - *not* including CCAYO prog. books).
- All imported bitmap files must be tiffs, jpegs or bmps in grayscale color mode. No gifs please.
- Bitmaps must be at least 300 dpi at the size they are placed or imported into the ad.
- Remove all other colors from the color list leaving only black and percentages of black (this is depending on program used).
- If files are over 10 megs, please stuff or zip the files before emailing. This will keep the file from being corrupted.
- **Conversions not meeting the above guidelines will cost a minimum of \$40.00.**
- Freehand MX — imported files must be embedded and greyscale color mode and fonts must be converted to paths.
- Editable PDF Files — fonts must be converted to outlines with no compression to line art and Highest Print Quality. The file must be importable or editable.
- Illustrator CS2 — fonts must be converted to outlines, imported files must be embedded and greyscale color mode, with no compression to line art.
- InDesign — fonts must be converted to outlines, imported files must be embedded and greyscale color mode, with no compression to line art.
- Tiffs — at least 300 dpi at 100% ad size and in grayscale color mode.
- Jpegs — at least 300 dpi at 100% ad size and in grayscale color mode and highest quality compression.
- Macintosh .eps — fonts must be converted to outlines, imported files must be embedded and in greyscale color mode, with no compression to line art, file must have an 8 bit BW preview and must be an editable .eps file.