



Advertising Commitment Form 2010

The Swain School 2010 Auction Catalog

Please complete the following information and return this form to reserve your space in The Swain School 2010 Auction Catalog. **Payment and artwork due by March 3, 2010.**

Business advertisements must be provided in black & white high resolution hard copy or Mac application on cd, zip, or floppy with all linked graphics and fonts. **Ads requiring pre-press preparation may incur a \$25.00 charge.**

Check size you are reserving

Check your artwork format

Size	Cost	Check	Artwork Format	Check
Double page spread	\$450		Use last year's artwork (on disc)	
Premium placement *	\$350		Use last year's artwork (hard copy)	
Full page	\$250		Use LY artwork with new text (submit separate sheet)	
1/2 page	\$135		New artwork will be provided on disc	
1/4 page	\$100		New artwork will be provided as hard copy	
Business Card	\$75		Need Swain help on artwork preparation **	

* Premium placement ads are inside covers, front/back facing page

** Ads requiring pre-press preparation may incur a \$25.00 charge

Please mail payment and artwork by 3/3/10 to:

The Swain School
2006 Auction Catalog
1100 South 24th Street
Allentown, Pa. 18103

Payment enclosed or Please invoice me

Business name	
Address	
City, State, Zip	
Contact	
Phone	
e-mail address	
Fax #	

Signature: _____

Date: _____

Please call Kimberly Ike at 610-433-4542, ext. 130 with any questions. You may fax this form to 610-433-8280. If you need to e-mail your artwork, send it to art@janeramsey.com and fax a hard copy to the Swain Auction office.

Artwork Specs

- Black and White High Resolution Proof should be 300 DPI, or
- High Quality Black and White Laser or Inkjet Printer Proof, (No Photocopies, please) or
- Mac Application (Quark Xpress or Illustrator) on CD with all linked graphics and fonts

Business Card Ad = 3 inches by 2 inches
1/2 page Ad = 6 inches by 4 1/4 inches

1/4 page Ad = 2 7/8 inches by 4 1/4 inches
Full page Ad = 6 inches by 8 3/4 inches