



2018 Spring Benefit Journal Advertisement Form

Select Ad Size & Price

Color Advertisements:

- Back Cover (4.5" x 7.5"): \$2,500
- Inside Front Cover (4.5" x 7.5"): \$1,500
- Full Page (4.5" x 7.5"): \$800
- Half Page (4.5" x 3.5"): \$500
- Quarter Page (4.5" x 1.5"): \$300

Black & White Advertisements:

- Full Page (4.5" x 7.5"): \$700
- Half Page (4.5" x 3.5"): \$400
- Quarter Page (4.5" x 1.5"): \$200

Confirm Artwork Specifications

Check the box that applies to the ad you plan.

- My artwork is camera ready. I will send my completed ad to The WEDS Benefit Committee (events@westenddayschool.org) as hi-res pdf files, vector eps files with type converted to outlines, or 300dpi Photoshop files.
- I would like to use a pre-designed template. I have selected a template from the templates 1-12 that follow, and I have written my body copy below. I will email it to The WEDS Benefit Committee (events@westenddayschool.org), or mail it to West End Day School (address below). My Photo should be at least 300 dpi in pds, jpg, tiff, or eps format. The template number I plan to use is: _____
- I would like to customize a pre-designed template using a variety of elements from templates 1-12. I will email Sara DiBona (events@westenddayschool.org) with instructions. Submit Headline and Body Copy (20 words or less) *Sample wording ideas* "Congratulations to our favorite student!"; "Thank you WEDS!" _____

Supply Contact Information

Name: _____ Phone: _____
Address: _____
Email: _____

Payment

- Pay online:** by visiting us at <http://westenddayschool.org/annual-benefit-journal-ads>. Please specify in the notes the information from this form or email this completed to events@westenddayschool.org.
- Pay by check:** please return this form with a check payable to West End Day School and mail to:
West End Day School, 255 West 71 St, NY, NY 10023.

All Advertisements are due by March 16, 2018! For more information, call (212) 873-5708 ext. 329 or e-mail events@westenddayschool.org.

Children's Day Treatment Center and School dba West End Day School (WEDS) is a registered 501(c) 3 organization. All donations are tax deductible to the full extent allowed by law. WEDS is a registered charity with the New York Department of Charities. Our federal tax identification number is 13-0776140.