



EVERGREEN  
INVITATIONAL

## EVERGREEN INVITATIONAL 2010

### Saturday, September 11

#### PROGRAM ADVERTISEMENT SUBMISSION FORM

Evergreen Invitational is a magnificent display of Grand Prix show jumping and an investment in the excellent patient care that Northwestern Memorial Hospital provides every day, every hour, to patients and their families. We welcome your involvement and thank you for your ad placement within the official program, which will be distributed to guests attending the event on Saturday, September 11, 2010.

Please complete the following information and submit with your payment and files by **Friday, July 30, 2010**. Please refer to the accompanying Program Advertising Specification Sheet for file requirements and mailing information.

#### ADVERTISER INFORMATION

Name of Advertiser: \_\_\_\_\_

Advertising Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Advertiser Level (please check one):

- |   |          |   |          |
|---|----------|---|----------|
| <input type="checkbox"/> Full Page, 4-color         | \$575.00 | <input type="checkbox"/> Half Page, 4-color         | \$400.00 |
| <input type="checkbox"/> Full Page, black and white | \$500.00 | <input type="checkbox"/> Half Page, black and white | \$350.00 |

Enclosed is my check made payable to: **Evergreen Invitational**

Please charge my (circle one):

Visa    MasterCard    American Express®    Discover® Card

Account number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Signature: \_\_\_\_\_

EVERGREEN INVITATIONAL C/O NORTHWESTERN MEMORIAL FOUNDATION  
251 EAST HURON STREET, GALTER PAVILION, SUITE 3-200 • CHICAGO, ILLINOIS 60611 • (312) 926-2033

EVERGREENINVITATIONAL.ORG



EVERGREEN  
INVITATIONAL

## EVERGREEN INVITATIONAL 2010

### Saturday, September 11

#### PROGRAM ADVERTISING SPECIFICATION SHEET

#### GENERAL GUIDELINES

- Files may be submitted via email or CD. To assure integrity of the ad, all files must be accompanied by a hardcopy proof with printer's marks.
- All color ads will be in CMYK.

#### MECHANICAL AND DIGITAL FILE SPECIFICATIONS

- Book size is 8.5" x 11". For full page ads, use a minimum of .25" margin; bleeds, if used, should extend at least .125" beyond the trim.
- Preferred file format is high resolution, print quality pdf.
- Please contact Ann Torp at Northwestern Memorial Foundation, 312-926-6577 or [atorp@nmh.org](mailto:atorp@nmh.org) with production questions.

#### FULL PAGE

Trim Size:  
8.5" x 11"

Bleed size:  
8.625" x 11.125"

Live area:  
8" x 10.5"  
(Text in this area)

#### HALF PAGE

Trim Size:  
7.5" x 4.875"

#### ISLAND HALF PAGE

Trim Size:  
4.875" x 7.5"

Bleed size:  
No Bleed

#### AD SUBMISSION

- Ad deadline: **Friday, July 30, 2010**
- All ads must be accompanied by the Program Advertisement Submission Form. Please submit all files and documents to:

Betty Sweetland  
Northwestern Memorial Foundation  
251 East Huron Street  
Galter Pavilion, Suite 3-200  
Chicago, IL 60611  
Phone: 312-926-7788  
Fax: 312-926-0332  
E-mail: [esweetla@nmh.org](mailto:esweetla@nmh.org)

EVERGREEN INVITATIONAL C/O NORTHWESTERN MEMORIAL FOUNDATION  
251 EAST HURON STREET, GALTER PAVILION, SUITE 3-200 • CHICAGO, ILLINOIS 60611 • (312) 926-2033

[EVERGREENINVITATIONAL.ORG](http://EVERGREENINVITATIONAL.ORG)