



# EVERGREEN INVITATIONAL 2008

September 13, 2008

## PROGRAM BOOK ADVERTISEMENT SUBMISSION FORM

Evergreen Invitational is a magnificent display of Grand Prix show jumping and an investment in the excellent patient care that Prentice Women's Hospital of 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 13, 2008.

Please complete the following information and submit with your payment and files by **Friday, August 1, 2008**. 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

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## PROGRAM BOOK ADVERTISEMENT 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.

### AD SUBMISSION

- Ad deadline: **Friday, August 1, 2008**
- All ads must be accompanied by the Program Advertisement Submission Form. Please submit all files and documents to:

Diane Dunn  
Northwestern Memorial Foundation  
676 North St. Clair Street  
Suite 2050  
Chicago, IL 60611  
Phone: 312-926-5426  
Fax: 312-926-0332  
E-mail: [ddunn@nmh.org](mailto:ddunn@nmh.org)

#### 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