



Date Received at SETON:
Week#

SETON's Spirit Ad Campaign 2016-17

The Program Book Ads

Ad Contract form to reserve space in the Program Book for Seton School's Spring Musical production of *The Sound of Music*. Performances are April 21, 22, 23, 28, & 29. Tickets available four weeks before opening night.

*Any provided material NOT proportional to the purchased ad space is subject to cropping, reformatting, or editing at the discretion of the program book's pre-press production team. Digital art must be properly proportioned JPG or PDF files (600-dpi) emailed to: adcampaign@setonschool.net.

Ad copy & completed contract forms must be documented as received on/before

Name of SETON Seller/Representative Family
Name of Advertiser/Donor or Subject/Cause:
Mailing Address of Advertiser/Organization:
Telephone Number of Advertiser/Organization:
Email of Advertiser/Organization:
Look-up/Index Category (<i>Required to appear in playbill index</i>):

Tax Receipt Requested

Type of Program Book Ad (ALL ads are one-color/black ink):

- Back Cover (ONE Only): ~~Big Item~~
- Inside-Cover Page (Inside-Front/Inside-Back Cover): ~~Big Item~~
- Full-Page on Color-Stock (B&W/vertical: 4-3/8" x 7-3/8"): @ \$200
- Full-Page (Vertical: 4-3/8" x 7-3/8"): @ \$125
- Half-Page (Horizontal/near-square: 4-3/8" x 3-5/8"): @ \$75
- Quarter-Page (Business Card/horizontal: 4-3/8" x 1-7/8"): @ \$50
- * Patron of Seton (Text message 200-character limit): @ \$20
- Friend of Seton (Text message 60-character limit): @ \$10
- Donation only: \$ _____

Seton School is a 501(C)(3) educational organization. Donations are tax deductible

Digital Ad file to arrive via Email to: adcampaign@setonschool.net

(File should be hi-res JPG or PDF, 600 dpi preferred, Email Subject must contain Advertiser/Identifying Name for Ad, and ad-type/size)

Re-Run same Ad from Page(s) _____ of _____ (year) (NO EDITS)

For SETON AD CAMPAIGN OFFICE Use ONLY		
Contract Number: _____		
Amt. Rec'd for Ad: \$ _____		
Check: Other: _____		
Check #:	Check Date:	Check Amount:
Ad Processing Details: Mark all that Apply		
<input type="checkbox"/> Digital-copy file provided.		
<input type="checkbox"/> Re-Run previous year Ad as indicated.		
<input type="checkbox"/> New Text-Only (typesetting required)		
<input type="checkbox"/> Explicit Donation (Provide tax receipt)		
<input type="checkbox"/> Payment received	Volunteer initials:	
<input type="checkbox"/> Contract No. assigned	<input type="text"/>	

Student ID #(s)	Amt./Total ea.
Specify allocation per student to be credited	
_____	\$ _____
_____	\$ _____
_____	\$ _____

Name of student(s) to receive credit	Grade
_____	_____
_____	_____
_____	_____

>>> No cash, please! Remit checks or money orders payable to: 'Seton School - Manassas, VA' <<<

SETON SCHOOL - 9314 Maple Street, Manassas VA 20110-5118 - (703) 368-3220 - adcampaign@setonschool.net

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Contract No: _____

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Supplemental Form for "Patron of Seton" or "Friend of Seton" text-only Messages
* This Page MUST be Included with the Main Contract Form for Text-Only Ads *

Ad copy & completed contract forms must be documented as received before the publication deadline.

A "text" ad is a no graphics/text-only message that still allows you to show support for Seton for only ten or twenty dollars! "Friend of Seton" and "Patron of Seton" commitments still require a Contract Number and this additional page containing the desired message. Text message ads may be commercial/business-related, congratulatory, spiritual, or personal. Each letter, numeral, text character/symbol, punctuation mark, and space is counted as a 'character'. Use this page to request your desired message ~ Print legibly, enter one character per block

Patron of Seton (200-character limit): @ \$20

Friend of Seton (60-character limit): @ \$10
