



SETON's Spirit Ad Campaign 2019-20 The Program Book Ads

Ad Contract form to reserve space in the Program Book for Seton School's Spring Musical production of **Fiddler on the Roof**. PERFORMANCE DATES are April 17, 18, 19, 24 & 25: Tickets available four weeks before opening night.

Digital art must be properly proportioned TIFF or PDF files (600-dpi), preferred methods, or JPG emailed to: adcampaign@setonschool.net. 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 production team.

Ad copy & completed contract forms must be documented as received on / before Feb 17, 2020 to make the publication deadline.

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: <input type="checkbox"/> Include in Ad
Look-up/Index Category (<i>Required to appear in playbill index</i>):

For SETON AD CAMPAIGN OFFICE Use ONLY		
Contract Number: _____		
Amt. Rec'd for Ad: \$ _____		
Amt. Rec'd for Donation: \$ _____		
<input type="checkbox"/> Check:	<input type="checkbox"/> Other:	\$ _____
Check #:	Check Date:	Amount:

Ad Processing Details: Mark all that Apply	
<input type="checkbox"/> Digital-copy file provided.	Volunteer initials:
<input type="checkbox"/> Re-Run previous year Ad as indicated.	
<input type="checkbox"/> New Text-Only (typesetting required).	
<input type="checkbox"/> Custom ad-work Requested (for Computer Class)	
<input type="checkbox"/> Explicit Donation (Provide tax receipt)	
<input type="checkbox"/> Payment received	
<input type="checkbox"/> Contract No. assigned	

Student Names	
Specify allocation per student to be credited	Amt./Total ea.
_____	\$ _____
_____	\$ _____
_____	\$ _____

Tax Receipt Requested*

*Tax receipt will be sent to mailing address above unless otherwise noted.

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

- Back Cover (ONE Only): Bid Item - \$450 minimum bid Bidding Open
1/13-1/20
- Inside-Front & Back Cover Pages: Bid Item- \$450 minimum bid
- 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

- Re-Run same Ad from Page(s) _____ of _____ (year).
- New Ad: Digital TIFF or 600-dpi PDF file (preferred) or JPG to arrive via Email to: adcampaign@setonschool.net
(Email Subject Line must contain Advertiser/Identifying Name for Ad, and ad-type/size: Color-Page, Full, Half, Quarter)

**Patron of Seton and Friend of Seton are text-only messages. Please complete the Supplemental Form on Page 2.

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



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The Program Book Ads

Fiddler on the Roof

Performance Dates: April 17, 18, 19, 24, & 25

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 Feb 17, 2020 to make 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
