

Contract No: _____



Date Received at SETON: _____

SETON's Spirit Ad Campaign 2020-21 The Program Book Ads

Ad Contract form to reserve space in the Program Book for Seton School's Spring Musical production of **Seussical**.
PERFORMANCE DATES are April 9, 10, 11, 16 and 17: 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 16, 2021 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 for the Thank You Note and Tax Receipt:
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: \$ _____
 Check: Other: \$ _____
 Check #: _____ Check Date: _____ Amount: _____

Ad Processing Details: Mark all that Apply

Digital-copy file provided.
 Re-Run previous year Ad as indicated.
 New Text-Only (typesetting required).
 Custom ad-work Requested.
 Explicit Donation (Provide tax receipt) Volunteer initials:
 Payment received
 Contract No. assigned

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

- Back Cover (ONE Only): Bid Item - \$400 minimum bid Bidding Open
1/18-1/25
- Inside-Front & Back Cover Pages: Bid Item- \$400 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' <<<

SETON SCHOOL - 9314 Maple Street, Manassas VA 20110-5118 - (703) 368-3220 - adcampaign@setonschool.net
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Student Names	Amt./Total ea.
Specify allocation per student to be credited	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

