

Contract No: \_\_\_\_\_



Date Received at SETON: \_\_\_\_\_

# SETON's Spirit Ad Campaign 2022-23 The Program Book Ads


Ad Contract form to reserve space in the Program Book for Seton School's Spring Musical production of My Fair Lady  
PERFORMANCE DATES are April 14, 15, 16, 21, and 22.: 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](mailto: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 13, 2023 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:
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:

NEW! Online Contract and Payment Method	
New Online contract and payment available! <a href="https://tinyurl.com/Seton-Ad-Campaign">https://tinyurl.com/Seton-Ad-Campaign</a>	 SCAN ME
AD Campaign Details: <a href="https://setonschool.net/support/ad-campaign/">https://setonschool.net/support/ad-campaign/</a>	
Student Names	
<u>Allocation per student to be credited</u>	<u>Amt./Total ea.</u>
_____	\$ _____
_____	\$ _____
_____	\$ _____

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

### Premium Cover Ads.

Place a bid by Jan 16-22 for your ad to be on one of the book covers  
email your bid amount to [adcampaign@setonschool.net](mailto:adcampaign@setonschool.net)  
(1st place Back Cover, 2nd Inside Front Cover, & 3rd Inside Back Cover)  
(Minimum bid is \$500)

- 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): @ \$25
- \*\*Friend of Seton (Text message 60-character limit): @ \$15
- 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](mailto: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.

Seton has the right to reject any and all ads that conflict with the interests or beliefs of the school.

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



Contract No: \_\_\_\_\_

# SETON's Spirit Ad Campaign 2022-23 The Program Book Ads

Performance Dates: April 14, 15, 16, 21, and 22

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 13, 2023 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): @ \$25*


*Friend of Seton (60-character limit): @ \$15*
