



Contract No: _____

Date Received at SETON: _____

SETON's Spirit Ad Campaign 2023-24

The Program Book Ads

Ad Contract form to reserve space in the Program Book for Seton School's Spring Musical production of Irving Berlin's *White Christmas* PERFORMANCE DATES are April 5, 6, 7, 12, and 13.: 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 5, 2024 to make the publication deadline.

Name of SETON Seller/Representative Family:	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: _____
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>):	

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

Premium Cover Ads.

Place a bid by Jan 8-16 for your ad to be on one of the book covers
email your bid amount to 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"): @ \$225
☐ Full-Page (Vertical: 4-3/8" x 7-3/8"): @ \$150
☐ Half-Page (Horizontal/near-square: 4-3/8" x 3-5/8"): @ \$100
☐ Quarter-Page (Business Card/horizontal: 4-3/8" x 1-7/8"): @ \$75
☐ **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
(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' <<<

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

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

New Online contract and payment available!
<https://SetonAdCampaign.givesmart.com>



SCAN ME

AD Campaign Details:
<https://setonschool.net/support/ad-campaign/>

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



Contract No:

SETON's Spirit Ad Campaign 2023-24

The Program Book Ads

Performance Dates: April 5, 6, 7, 12, and 13

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 5, 2024** to make the publication deadline.

A "text" ad is a no graphics/text-only message that still allows you to show support for Seton. "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
