

Contract No: _____

Date Received at SETON: _____



SETON's Spirit Ad Campaign 2024-25

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 4, 5, 6, 11, and 12.: 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 7, 2025 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: \$ _____

Check: Other: \$ _____

Check #:	Check Date:	Amount:

Online Contract and Payment Method

New Online contract and payment available!
<https://tinyurl.com/SetonAdCampaign24-25>



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

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

Premium Cover Ads.

Place a bid by Jan 21 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"): @ \$250
- 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' <<<

