



## 2017 LAKE FOREST SHOWHOUSE & GARDENS Catalogue Advertising Contract

DEADLINE: February 11, 2017

	<u>Non-Bleed</u>	<u>Bleed</u>	<u>COLOR</u>
Full Page Premium Placement	8 1/2 x 11	8 3/4 x 11-1/4	\$2,500 _____
Full Page	8 1/2 x 11	8 3/4 x 11-1/4	\$1,400 _____
1/2 page (V)	3 1/2 x 10		\$ 750 _____
1/2 page (H)	7 1/2 x 5		\$ 750 _____
1/4 page (V)	3 1/2 x 5		\$ 400 _____

ARTWORK TO BE PROVIDED BY ADVERTISERS PER MECHANICAL SPECIFICATIONS AT ABOVE PRICES

ADVERTISER'S NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
 CONTACT NAME \_\_\_\_\_  
 TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_  
 EMAIL \_\_\_\_\_

**PAYMENT**

I hereby contract for advertising in the 2017 Lake Forest Showhouse & Gardens Catalogue to occupy a space of \_\_\_\_\_ for which I agree to pay \$\_\_\_\_\_.

**Signed Ad contract, advertising materials, and full payment must be received by February 11, 2017, for your ad to be placed in the catalogue.**

**Please make checks payable to:  
 INFANT WELFARE SOCIETY LAKE FOREST SHOWHOUSE**

**METHOD OF PAYMENT**

Check  
 VISA    MasterCard No. \_\_\_\_\_ Exp \_\_\_\_/\_\_\_\_  
 Name on Card \_\_\_\_\_ Amt \$ \_\_\_\_\_  
 Billing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_  
 Signature \_\_\_\_\_

**Send contract, payment, materials and production inquiries to:**  
 KK Tesar, Catalogue Ad Chair, 124 Ravine Ave., Lake Bluff, IL 60044  
 847-234-3907 cell  
 Email: tesar209@comcast.net   ♦   www.LakeForestShowhouse.com

**MECHANICAL SPECIFICATIONS:**

Catalogue is printed OFFSET and perfect bound, trim size 8 1/2 x 11. For bleeds, allow minimum 1/8" over-work on final trim size.

**All digital files** must include a finished proof and be furnished as a high resolution PDF or EPS files with fonts embedded. Digital files should be 4/c process - CMYK (not RGB) with hard copy proof provided.

ADVERTISING MATERIAL:       Included  
    To Follow

**CONDITIONS OF ADVERTISING CONTRACT**

Deadline for all contracts and artwork is February 11, 2017. No agency commission. IWS cannot guarantee page placement unless advertiser contracts for preferred placement. Final decisions on advertising and editorial copy belong to IWS. Advertising materials will be returned on written request, provided the request is received at time of ad submission. Artwork will be returned in best possible condition, but not guaranteed.

⇒ \_\_\_\_\_  
 Advertiser's Contract Authorization

⇒ \_\_\_\_\_  
 Date

Accepted \_\_\_\_\_  
 LFSH representative

\_\_\_\_\_  
 Date  
 INFANT WELFARE SOCIETY OF CHICAGO  
 Federal Tax ID 36-2167752

White copy - IWS    Yellow copy - Treasurer  
 Pink copy - Advertiser