



**Bishop  
Fenwick  
High School**

*Annual Crimson & Gold Gala  
Advertising Space Reservation*

Company: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Email: \_\_\_\_\_

Ad Size	Dimensions	Ad Cost
Business Card Advertisement	3.5" w X 2" h	\$100
Quarter Page Advertisement	3.5" w X 4.5" h	\$150
Half Page Vertical	3.5" w X 9" h	\$200
Half Page Horizontal	7" w X 4.5" h	\$200
Full Page (no Bleed)	7" w X 9" h	\$250
Full Page (bleed to edge)	8" w X 10" h	\$250

Check/Cash in the amount of \$ \_\_\_\_\_ is enclosed.  
 Payment is required upon submission of the advertising space reservation.

Return white and yellow copies with check and artwork to: Bishop Fenwick High School  
 Attention Connie Lawless  
 4855 State Route 122  
 Franklin, OH 45005  
 (513)-727-1500

**Deadline For Placing Your Advertisement is: Monday, February 28, 2011**

Business Card To Scan Or Out Put -Ready Digital File Required For Ad Submission		
White Copy Gala _____	Yellow Copy Office _____	Pink to Donor _____
Thank You Sent _____	Item # _____	

While every effort is made to produce the highest quality advertising magazine, Bishop Fenwick High School cannot be held responsible for advertising errors or omissions.

See other side for ad submission requirements.

## PREPARING YOUR AD FOR THE BISHOP FENWICK GALA AUCTION PROGRAM

**Business Card To Scan Or Out Put -Ready Digital File Required For Ad Submission**

### **FORMATS & PROGRAMS FOR DIGITAL FILE SUBMISSIONS**

File types accepted: Quark Express (only if artwork and fonts are included in main file, referenced artwork and fonts not acceptable), Adobe Illustrator EPS, or Adobe Photoshop TIFF or EPS, Adobe PDF. JPG, GIF. Make sure artwork is of high quality (typically 200 DPI color, 600 DPI B&W). Please do not send files in other formats.

### **DIGITAL MEDIA**

Send your file on either CD or email file to [clawless@fenwickfalcons.org](mailto:clawless@fenwickfalcons.org). Please mark your photos & discs clearly with your company name and phone number.

### **SCANS & RESOLUTION FOR DIGITAL FILE SUBMISSIONS**

Photo scans should be 300 DPI at 100% size at which they are used. Scans that include text should be 1200 DPI or greater (at 100% size at which they are used) for best results.

### **AD SIZES**

See advertising sheet for ad sizes. Artwork must be prepared to full size with correct measurements. Ad size diagrams and examples are available ...ask the BFHS representative or call (513)727-1500.

### **FULL PAGE BLEEDS & LIVE COPY AREA**

When the printed image of your ad extends all the way to the edge of the 8x10 page, the artwork must be prepared to extend past the page boundary by 1/8" on each side. This BLEED is what the printer requires to assume a clean trimmed edge. The full size of BFHS auction page is 8"x10": Image for bleed should be 8.25" x 10.25": Ask your BFHS representative to see the full page ad diagram for live copy area and bleed information.

### **COPYRIGHTED MATERIALS**

You need written permission from the owner(s) to use any element in your ad which are protected by copyright law. Please provide a copy of signed permission or photo release with your advertising space reservation if necessary. We cannot print copyrighted materials without written permission from the owner(s).

### **CHECKING YOUR DIGITAL FILE**

Spell check and proof your ad for correctness. Flatten Photoshop files and save TIFF's or EPS's. Fonts for any file type that support fonts, must be set to include on saving. Color standards either RGB or CMYK are acceptable. Keep your original files -send a copy. While it is slight, there is a chance that a disc can get damaged.

**To be contacted by an artist regarding your BFHS Gala Advertisement -Please leave a message for Connie Lawless at [clawless@fenwickfalcons.org](mailto:clawless@fenwickfalcons.org) or phone (513) 727-1500.**