



2017 Baltimore St. Patrick Parade
Parade Guide Advertisement Agreement

Contact Name	
Business Name (if applicable)	
Address 1	
Address 2	
City, State, Zip	
Phone Number	
Email Address	

Please circle one: **Business Rate** **Personal Rate**

(Please note that the Parade Committee will review your ad submission to ensure that the proper rate is applied.)

Advertisement Sizes (Please mark the quantity)

Size	*Dimensions	Business Rate	Personal Rate	Quantity
Full-page	8" x 10"	\$800.00	\$600.00	
Half-page	4" x 10"	\$400.00	\$300.00	
Quarter-page	4" x 5"	\$200.00	\$150.00	
<i>*All dimensions are approximate</i>			Total Charges	

There is also the option of a premier ad, which would appear either on one of the inside covers or on one of the four pages in the glossy, heavyweight centerfold. Prices vary depending upon which page you would prefer. Please contact us for further information on a premier ad.

A limited amount of advertisement space is available. Please act now to reserve your space. Orders submitted without a payment will not constitute a reservation of your advertisement. **The only way to reserve your space is to submit your ad with payment. Deadline for submission is Friday, January 27, 2017.**

Please make checks payable to: St. Patrick Celebrations, Inc.

There are new guidelines for electronic artwork submission. **Signing of this document denotes agreement to the guidelines on the next page.** Send order form and payment to:

St. Patrick Celebrations, Inc.
Thomas D. Fitzsimmons, Treasurer
803 Stone Barn Road
Towson, MD 21286-1453

Signature Date

For Office Use Only

Date Received:	Number of Ads Requested:	Amount Received:
Ad Copy Received:	Confirmed Ad with Patron:	Date:
Advertiser's Name:	Business/Personal:	



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ELECTRONIC ARTWORK SUBMISSION GUIDELINES

Camera-read artwork should be emailed to sfhaohd3@gmail.com along with a copy of the advertising agreement on page 1. All emails should list the buyer/organization, ad size, and payment method in the body copy.

Mechanical Specifications/Requirements:

Rates are based on CAMERA-READY artwork. Camera-ready artwork is defined as an ad that is provided electronically as a 300 dpi PDF or TIFF file at the correct ad size. **Wrongly sized ads are considered NON-camera-ready.** Native Adobe CS or CC file formats (.psd, .id, and .ai) are also acceptable IF all supporting fonts and images are collected. **Microsoft Word documents are also considered NON-camera-ready.**

For an online tutorial on creating camera ready artwork, you may wish to visit:
<https://www.summitprintingpro.com/resources/camera-ready-art.html>

Outside Design Services for Ads:

If you would like to outsource your ad design, you can inquire about in-house design services. Pricing for in-house design will be based on size, layout, and other design elements. Services will be offered on a capacity basis. **It is recommended that inquiries for outside design services be made before January 1, 2017.**

You can also contact your local service bureau (such as FedEx Office) for assistance in converting your designed ads into camera-ready format.

Up-charge for Non-Camera-Ready Artwork:

If NON-camera-ready artwork is provided, the advertiser will be charged the cost of the ad PLUS an additional 10% handling fee for design layout, mechanical art, typesetting, and corrections, including adjustments to size-of-ad standards. All checks for up-charges should be made payable to St. Patrick Celebrations, Inc.

Furthermore, St. Patrick Celebrations, Inc. will NOT be held responsible for any mistakes made in the resizing/reformatting of non-camera-ready artwork.

Art/copy requirements:

The advertiser assumes liability for all content, claims, and illustrations for advertisements printed, and for any claims against the publisher and/or St. Patrick Celebrations, Inc.

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