

2012 Advertising Contract
Final Deadline
October 7, 2011



Advertising Contract and
File Name WWS550

The Washington Winter Show

January 6–8, 2012 • Katzen Arts Center at American University • Washington, DC

Theme: “Celebrating The White House”

To Benefit

Bishop Walker School for Boys • Fight For Children • Starlight MidAtlantic • THEARC
The Founders Board of St. John’s Community Services

Mail **fully** completed contract, payment, ad copy (see Item #3 for electronic file transfer), CDs, printed copy, and color proofs to:

Jonathan G. Willen and Associates, Inc.
1333 H Street, NE, Washington, DC 20002
For more information: (202) 248-7159
jon@jonathangwillen.com

Ad Deadlines: **15% discount if paid in full by August 31, 2011**
Contracts and Payment due: Friday, October 7, 2011
Ads requiring custom design due: Friday, September 30, 2011

Contract Date _____ Ad Solicitor _____


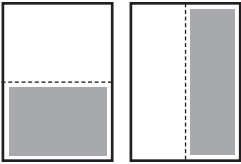
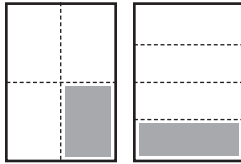
Advertiser Name: _____ Phone: _____

Address: _____ Fax: _____

Contact Person: _____ E-mail: _____

Billing Address: _____

1. Indicate Ad Size, 4C, and Ad Rate (lower rates for nonprofits *only*)

 <p><input type="checkbox"/> Full Page Image Size 7"W x 9 1/2"H Bleed Size 8 3/8"W x 11 1/4"H Trim Size 8 3/8"W x 11"H <input type="checkbox"/> Color \$1000.00 <input type="checkbox"/> Nonprofit Color \$800.00 (Includes on-line banner ad) 728 x 90 for a Full Leaderboard</p>	 <p><input type="checkbox"/> Half Page <input type="checkbox"/> Horizontal 7"W x 4 1/2"H <input type="checkbox"/> Vertical 3 1/4"W x 9 1/2"H <input type="checkbox"/> Color \$500.00 <input type="checkbox"/> Nonprofit Color \$425.00</p>	 <p><input type="checkbox"/> Quarter Page <input type="checkbox"/> Horizontal 7"W x 2 1/4"H <input type="checkbox"/> Vertical 3 1/4"W x 4 1/2"H <input type="checkbox"/> Color \$400.00</p>
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2. Ad Copy Information

- Ad attached
- Ad to be sent to WWS by October 7, 2011 (Final deadline)
- Copy to be sent electronically (See item #3)

3. Acceptable Electronic File Formats and File Transfer

- B/W or Grayscale or CMYK—**No Pantone/Spot Colors/No RGB**
- PDF—(press resolution—fonts and art files embedded)
- INDESIGN, QUARK XPRESS or ILLUSTRATOR FILES—all screen and printer fonts and graphics must be included
- TIFFs or JPEGs
- RESOLUTION: All continuous tone images (grayscale scans) at 300 dpi resolution 100% actual size. Scanned black & white line at 1200 dpi resolution 100% actual size.
- CDs/DVDs accepted
- **FILE TRANSFER:** Files can be uploaded directly to <http://dropbox.yousendit.com/WashingtonWinterShow2012>
Please use the following example to name your file. **Example:** If the Advertising Contract is 999, then your file name is: WWS550999. (Your file should be named “WWS550___” using the 3 digits of the Advertising Contract located in the box on the top right.)
File questions? Contact us at: ads@antiquesandfineart.com.
- **Please provide printed copy & color proof at actual size with file.**

4. Additional Charges (For *custom-designed* ad)

	4/C
Full page	\$475
One-half page.....	\$415
One-quarter page	\$375

5. Payment (must accompany signed contract)

- Check enclosed for \$_____ made payable to **Washington Winter Show**
 - Charge \$_____ to credit card Visa MC AMEX
- CCV Number _____ (3 digits for MC/Visa and 4 digits for AMEX.)

Name of card holder and signature

Address of cardholder

Credit card number

Exp. date

Acceptance: The undersigned hereby contracts with The Washington Winter Show for an advertisement in the 2012 Show Catalogue for which the undersigned agrees to pay according to the prices, specifications, and conditions listed above. Page placement within the catalogue is solely at the discretion of The Washington Winter Show Catalogue Committee. Custom design work becomes the property of the Washington Winter Show. The undersigned hereby warrants that its advertisement does not defame, infringe upon, or violate the rights of any kind of third party, including the right of privacy, and shall indemnify and hold harmless The Washington Winter Show from and against any and all claims arising from the breach of this warranty. The undersigned agrees to provide copies of all releases upon request.

Signature (required): _____ Date: _____