

## WSCF 2007-2008 Program Booklet Order Form

WSCF printed and distributed 3000 copies of its Program Booklet in the 2006 – 2007 scholastic chess season. The majority of the booklets were distributed to players at WSCF chess tournaments. Other booklets were distributed to parents of players and to participants at chess camps and classes. This year, WSCF plans to print 5,000 booklets. These will be distributed to players at tournaments throughout Wisconsin (from Kenosha to Green Bay to Amery), with the majority of the tournaments in the Milwaukee and Green Bay urban corridor.

Customer Name \_\_\_\_\_ Phone \_\_\_\_\_

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Ad Sizes	Prices	
Back Cover	\$1200	SOLD
Inside Front Cover p 2	\$1000	_____
Inside Back Cover p 3	\$1000	_____
Page 30	\$1000	_____
Page 31	\$1000	_____
Inside full page	\$ 800	_____
Inside half page	\$ 500	_____
Inside ¼ page	\$250	_____
Business Card Size	\$ 75	_____
Graphic Artist Fee	_____	_____
<b>Total Due</b>		_____

Ad and Graphic Artist Fees are due at time of order. Checks payable to WSCF, Sign and mail to:  
WSCF P.O. Box 170843 Milwaukee WI 53217,

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

WSCF Representative Signature \_\_\_\_\_ Date \_\_\_\_\_

WSCF will sign and return a copy for you as your receipt. WSCF reserves the right to reject any ad submitted, in which case any sums paid will be refunded. In the event WSCF does not publish a 2007-2008 program booklet, WSCF will refund all sums paid in a timely manner. Page numbers, but not placement, for ads may be adjusted at WSCF's discretion.

# Guidelines for Ad Submissions

There are two ways to submit your ad:

- 1) Submit camera-ready ad that complies with specifications.
- 2) Work with our graphic artist who will design your ad for a flat fee.

## *Camera-Ready Ad Specifications*

Camera-ready ads can be submitted via email to Lynn at [lmorales@wi.rr.com](mailto:lmorales@wi.rr.com) or by mail to:  
Lynn Morales, 3722 S. 95th St., Milwaukee, WI 53228

Ad must be high resolution PDF, TIFF or JPG (at least 300 dpi, NO images captured off websites)

Here are the sizes (w x h):

Full page with bleed: 8.75 x 11.25 (keep live area within 8 x 10.5)

Full page no bleed: 7.75 x 10.25

1/2 page horizontal: 7.75 x 5

1/2 page vertical: 3.625 x 10

1/4 page 3.625 x 5

business card size: 3.625 x 2.5

## *Ad Designed For You*

Lynn will build your ad for you in consultation with you via phone or email. You must pay for her design services when you pay for your ad. Lynn is a full time graphic artist at one of Milwaukee's prominent graphics art companies. Many of the ads in last year's booklet were designed by her. Here are her fees for the different size ads:

### **Full pages**

Back Cover	\$125
Pages 2, 3, 30 and 31	\$100
inside full	\$ 85

### **Partial Pages**

Half (vertical or horizontal)	\$ 65
1/4 page	\$ 50
Business Card	\$75. \$ 35

Please e-mail Lynn at [lmorales@wi.rr.com](mailto:lmorales@wi.rr.com) if you would like her to design your ad for you.

Deadline for all orders and payment is **September 20<sup>th</sup>**. If payment is not received by September 20<sup>th</sup>. WSCF will not be able to include the ad in the Booklet.