

Meals from the Masters Weekend

Commemorative Cookbook

Evening With The Masters
 & Cellar Masters Wine Auction
 Friday, April 18, 2008

CHEFS' BRUNCH
 SUNDAY, APRIL 20, 2008

ADVERTISING CONTRACT

*Reservation deadline is March 1, 2008. Artwork is due March 15, 2008.
 See the reverse side for specifications on required ad formats.*

MANY SPONSORSHIP LEVELS INCLUDE AD SPACE. PLEASE SEE THE REVERSE SIDE FOR SPECS.

PREMIUM POSITIONS:

INSIDE PAGES:

- Back Cover - \$3,750 (includes 4 Brunch tickets)
- Inside Front Cover - \$2,750 (includes 2 Brunch tickets)
- Inside Back Cover - \$2,750 (includes 2 Brunch tickets)

- Two-page spread \$2,500 (includes 2 Brunch tickets)
- Full page - \$1,500 (includes 2 Brunch tickets)
- Half-page - \$1,050 (includes 1 Brunch ticket)

All ads must be provided in the file formats specified (see reverse) by March 15, 2008.

Contact Name: _____ Title: _____
 Company: _____ Email: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____ Phone2: _____ Fax: _____
 The Contact for Our Ad Is: _____
Name Phone Email

Please reserve the advertising space checked above Subtotal for Ad Space \$ _____
 We want to purchase _____ add'l tickets to Evening With The Masters for \$75 each..... Subtotal EWTM tickets: \$ _____

 We want to purchase _____ add'l tickets to the Chefs' Brunch for \$175 each..... Subtotal Brunch tickets: \$ _____

 ___ Payment is enclosed. ___ Payment is to follow. **TOTAL: \$** _____
 ___ Charge \$ _____ to this credit card: ___ MasterCard ___ VISA ___ American Express ___ Discover
 Name on Card: _____ Acct. #: _____ Exp.: _____

Please fax this form to Meals On Wheels Delaware at 302-656-8414 or mail to
 Meals On Wheels Delaware, 100 W. 10th St., Suite 207, Wilmington, DE 19801

Proceeds Benefit Meals On Wheels Delaware



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ADVERTISING FILE FORMAT & SHIPPING INFORMATION

Reservation deadline is March 1, 2008. Artwork is due March 15, 2008.

AD DIMENSIONS (all ads are printed in 4-color unless your ad format specifies black and white)

Full Page: 6.5" W x 9" H

Half Page: 6.5" W x 4.5" H

FILE FORMATS (files are listed in descending order of preference, #1 being ideal)

1. .eps, .TIFF or .jpg
 - Files must be CMYK (4-color, not RGB)
 - Files must be high resolution (300 dpi at actual size)
 - .JPG files must have the least amount of compression applied (large file size)
2. .PDF
 - Files must be high resolution ("Press Quality", 300 dpi)
 - File must be actual size (see dimensions above)
3. Original Quark or InDesign files must include:
 - The native Quark or InDesign file
 - All fonts used in the document (for PostScript fonts, both the printer and screen font must be supplied)
 - All artwork and images used in the document. All artwork must be CMYK, high resolution (300 dpi at actual size) or vector art (resolution independent)
 - Please supply a hardcopy for reference
 - If using PageMaker files, please convert to .pdf before sending.
 - **Please DO NOT use Microsoft Publisher or Word to create ad layouts.**

CHANGES TO ARTWORK

Changes to your ad due to variation from above will result in charges for professional time.

NEED AN AD?

If you need assistance creating an ad, please contact us for information on having one created for you.

SHIPPING INSTRUCTIONS

Electronic files should be emailed to edougherty@mealsonwheelsde.org

Printouts & CD's should be mailed to **Meals On Wheels Delaware, 100 W. 10th St., Suite 207, Wilmington, DE 19801**

Questions? Please contact Elizabeth Dougherty at 302.656.3257

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