



# Advertising Contract

DATE \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

Please check the box(es) indicating the issue(s) in which your ad will run:

ISSUE	ART & PAYMENT DUE	APPROX. MAIL DATE
<input type="checkbox"/> SUMMER 2009	June 1, 2009	August 1, 2009
<input type="checkbox"/> FALL 2009	September 1, 2009	November 1, 2009
<input type="checkbox"/> WINTER 2010	December 1, 2009	February 1, 2010
<input type="checkbox"/> SPRING 2010	March 1, 2010	May 1, 2010

AD SIZE (CHECK ONE)

**CLASSIFIED ADS (TEXT ONLY, NO PHOTOS OR GRAPHICS)**

- STANDARD (UP TO 40 WORDS) \$ 35 PER ISSUE
- EXTENDED (UP TO 80 WORDS) \$ 60 PER ISSUE

**DISPLAY ADS**

- EIGHTH PAGE (3.75" wide by 2.5" tall) \$125 PER ISSUE
- QUARTER PAGE (3.75" wide by 5" tall) \$175 PER ISSUE
- HALF PAGE (Horizontal: 7.5" wide by 5" tall / Vertical: 3.75" by 7.5") \$250 PER ISSUE
- FULL PAGE (No bleed: 7.5" wide by 10" tall / With bleed: 8.5" by 11" trim size, 8.25" by 10.75" live area, 0.125" bleed) \$500 PER ISSUE
- BACK COVER (8" by 8" trim size, 7.75" by 7.75" live area, 0.125" bleed) (AVAILABLE ON A FIRST COME, FIRST SERVED BASIS) \$800 PER ISSUE

**Sign up for a full year (four issues) and receive 10% off the price of your ad. For 20% Nonprofit Discount: Must be a registered 501(c)(3) organization.**

NO. OF ISSUES	PRICE PER ISSUE	TOTAL	BK USE ONLY
	.	.	
10% DISCOUNT if purchasing four issues		.	
20% DISCOUNT for 501(c)(3) nonprofits		.	
<b>GRAND TOTAL</b>		.	

**PAYMENT INFO**

CHECK MADE PAYABLE TO JLPA•MP ENCLOSED

CHARGE MY CREDIT CARD       VISA/MC       AMEX

CARD NO. \_\_\_\_\_

EXP DATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**PLEASE PAY FROM THIS CONTRACT. WE DO NOT INVOICE FOR ADVERTISING. ADS WILL NOT BE PLACED UNLESS PAYMENT AND FINAL ARTWORK ARE RECEIVED BY PUBLICATION DEADLINE.**

MAIL COMPLETED FORM WITH PAYMENT TO JLPA•MP Piper, 555 Ravenswood Avenue, Menlo Park, CA 94025 -OR- FAX TO (650) 321-7493



The Junior League of Palo Alto•Mid Peninsula, Inc.

**TO SUBMIT YOUR AD**

**FOR CLASSIFIED ADS**  
Send the text of your ad to: [piper@thejuniorleague.org](mailto:piper@thejuniorleague.org)  
All submissions will be responded to with a confirmation email. If you do not receive confirmation of your ad submission within 2 business days, please call (650) 321-5026, ext. 11.

**FOR DISPLAY ADS**  
Display ads must meet the following requirements:  
1. Minimum resolution of 300 dpi/ppi.  
2. Ads must be CMYK format. TIF, JPG or PDF file formats are acceptable.  
3. Ad submitted must match size of space purchased.

Send your ad via email to: [piper@thejuniorleague.org](mailto:piper@thejuniorleague.org)  
All submissions will be responded to with a confirmation email. If you do not receive confirmation of your ad submission within 2 business days, please call (650) 321-5026, ext. 11.

**IMPORTANT NOTICE**

All delivery dates are approximate. The JLPA•MP cannot guarantee delivery dates for any issue. Our publication is mailed via bulk permit, allowing the post office to hold any issue for up to three weeks before delivery. If your ad is date sensitive, please call (650) 321-5026 ext. 11 for more information.

Back issues of Piper are available for download at [www.thejuniorleague.org](http://www.thejuniorleague.org) under "About Us" and "Piper Magazine."

RECEIVED
CHK/AUTH NO
PROCESSED

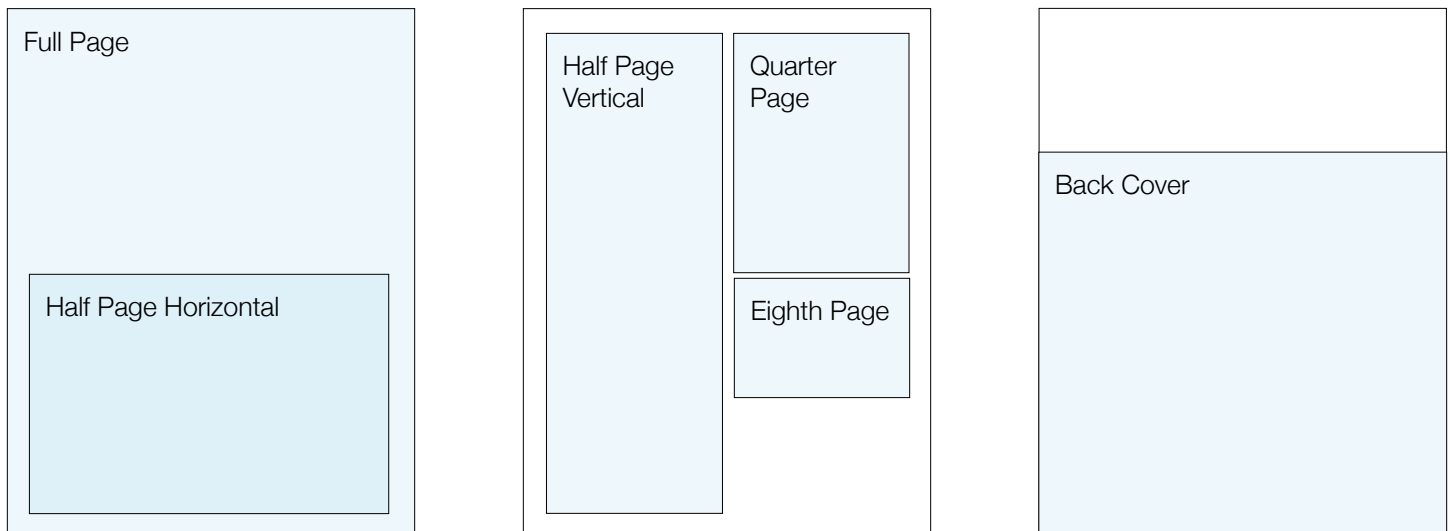


## Ad Sizes and Specs

Specific placement (inside front cover, inside back cover, etc.) is \$50 in addition to the regular ad rate. Please contact us at [piper@thejuniorleague.org](mailto:piper@thejuniorleague.org) to check availability and restrictions. Back cover is available on a first come, first served basis.

All art must be sized correctly for the ad space purchased. Acceptable file formats include JPG, PDF and TIF. Must be saved in CMYK mode. All other formats will be converted to CMYK. Minimum resolution 300 dpi/ppi.

Save 10% by advertising with us for a full year. Take 10% off when you purchase four issues. In support of nonprofits, *Piper* offers a 20% advertising discount for 501(c)(3) certified organizations.



### AD SIZES

	Wide	Tall
Back Cover	8"	8"
Live Area	7.75"	7.75"
Add 0.125" for bleed		
Full Page	8.5"	11"
Live Area	8.25"	10.75"
Add 0.125" for bleed		
Half Page		
Horizontal	7.5"	5"
Vertical	3.67"	7.5"
Quarter Page	3.67"	5"
Eighth Page	3.67"	2.5"