

# GALA PROGRAM ADVERTISING



## Evening Under the Stars

May 6, 2017 • O'Donnell Golf Club, Palm Springs

FULL COLOR PROGRAM BOOK

Insertion Order & Authorization

DEADLINE: MARCH 31, 2017

Advertiser Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Eve. Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Address (credit card billing address): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Credit Card No: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_

PAYMENT METHOD:  CHECK ENCLOSED  VISA / MASTERCARD AMOUNT: \_\_\_\_\_

- Full Page: \$850**  
Non-Bleed: 7.1875" wide X 9.75" tall (Live area)  
Bleed: 8.875" wide X 11.375" tall (trims to 8.5 x 11)

- Interior Premium: \$1,000 (pages 2 through 9)\***

- Inside Front Cover: \$1,250 \***

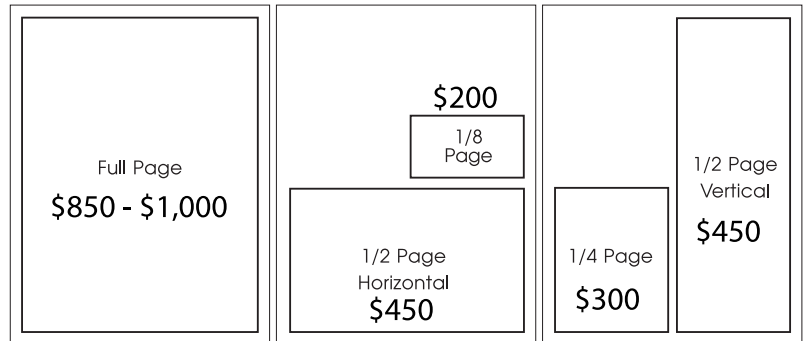
- Inside Back Cover: \$1,250 \***

- Back Cover: \$1,250\***

- Half Page: \$450**  
Horizontal: 7.1875" wide X 4.75" tall  
Vertical: 3.75" wide X 9.75" tall

- Quarter Page : \$300**  
3.75" wide X 4.75" tall

- Business Card: \$200**  
3.5" wide X 2.25" tall



The AIDS Assistance Program (AAP) reserves the right to refuse to print an advertisement. In the event of any error, advertiser agrees to the maximum liability to the AAP shall not exceed the cost of the advertisement. The cost of the advertisement may be considered a donation and is tax deductible to the extent of the law.

\* Please call to inquire about reserving covers and premium locations.

NOTE: Advertising space will not be held unless this form is submitted and payment received prior to March 31.

**SIGNATURE:** \_\_\_\_\_

**Date:** \_\_\_\_\_

### AD SUBMISSION SPECIFICATIONS:

**Ad design is not included in the ad placement price.** Advertisers are responsible for submitting acceptable artwork to **O'Bayley Communications** as specified below. (Graphic design services are available by separate arrangement.)

**Tribute ads:** A standard format is available. Ad copy can be emailed, faxed, or mailed as indicated below.

**Business Card ads:** A business card may be submitted if it may be used as 'Camera Ready' art.

**PREFERRED SUBMISSION: High-resolution JPEG, TIFF, EPS or PDF**

(If EPS or PDF, type must be converted to paths.) via email or on CD.

**NO** .gif, MS Word, Publisher, or low-resolution files will be accepted. **Resolution for graphics files is 300 dpi. Color is CMYK.**

SUBMIT THIS FORM TO:

AIDS Assistance Program  
1276 N. Palm Canyon Drive, Ste. 108  
Palm Springs, CA 92262  
**FAX: 760-325-1893**

**Space reservations due by MARCH 31**

**Artwork MUST be in by APRIL 6**

**Ads may be e-mailed to: tim@obayley.net**

PAYMENT or PAYMENT QUESTIONS  
to AAP at 760-325-8481.

AD LAYOUT/FORMAT QUESTIONS?  
Tim O'Bayley - O'Bayley Communications  
760/778-3525 or tim@obayley.net