



Revolutionary Germantown Festival 2017

Advertising Order Form

Battle of Germantown | 240th Anniversary

SPACE RESERVATIONS DUE BY AUGUST 15, 2017
ART DUE BY FRIDAY, SEPTEMBER 1: please EMAIL AD PDFs to cwallace@cliveden.org

All ads are FULL COLOR.

Full Page: 5" wide x 8" high	\$300
Half Page: 5" wide x 3.875 (3 7/8) high"	\$150
Quarter Page:	\$75
Horizontal: 5" wide x 1.8125" (1 13/16") high OR	
Vertical: 2.375" wide x 3.875" (2 3/8" X 3 7/8") high	

AD GUIDELINES: Please label your PDF file with your COMPANY NAME and DATE.

- PDF format; PDF must be "to size" of ad space purchased.
- PDF must be created as "Press quality" in CMYK with 300 dpi resolution. (If you supply an ad or a PDF formatted as RGB, the colors you see on the screen may not be what you see in print.) Spot colors should not be used.
- Do not include bleeds or registration marks on the PDF. Make sure to select "crop image data to frames."
- Fonts should be embedded in the PDF (or outline fonts prior to PDF creation to ensure proper imaging).
- Original artwork before conversion to PDF must be created at high resolution at size intended for use, and in CMYK format. All photos within the original artwork should be CMYK at 300 dpi (be aware that grabbing images from webpages will not yield good results as those files are low resolution). This will ensure quality conversion of these images in the PDF. (If you supply an ad or a PDF formatted as RGB, the colors you see on the screen may not be what you see in print.) Spot colors should not be used.
- JPG files may be submitted as an alternative, but these must also be "to size" at 300 dpi and CMYK. (PDF files created from your layout or art program will have better quality.) All original files should be created at high resolution CMYK in order to yield best results when converted to press quality PDF.
- If you scan a business card, please scan at actual size at 300 dpi and CMYK. Submitting this as a PDF may offer better print quality than a JPG file.

-----save art specs above -----cut here to return order form below-----

2017 RGF PROGRAM BOOK ORDER FORM: PLEASE RETURN WITH YOUR CHECK OR RESERVE WITH FORM AND PAY WITH CREDIT CARD ON OUR SECURE WEBSITE

Please reserve my full color ad in the 2017 RGF Program Book (select size):

- Full-page: \$300 Half-page: \$150 Quarter-page Horizontal: \$75 Quarter-page Vertical: \$75

My PDF ad (check one): is enclosed OR will be sent via email before September 1, 2017

Name: _____ Company: _____
Address: _____ City/ST/Zip: _____
Phone: _____ Email: _____

MAIL this ORDER FORM with CHECK payable to Cliveden to:
Attn: Mackenzie Warren, Cliveden, 6401 Germantown Ave., Philadelphia, PA 19144

Prefer to pay by credit card? Please mail this ORDER FORM to Cliveden or EMAIL FORM to mwarren@cliveden.org and pay online at: www.cliveden.org/rgf-2017