

## 2010 Advertising Information

Dear Business Owner,

Don't miss out on the opportunity to advertise in our award-winning yearbook, *The Talon*. This year's edition will be better than ever!

### *Why Should You Advertise in **The Talon**?*

- Business ads are mixed throughout student ad sections, guaranteeing your ad high visibility!
- Advertising in our yearbook is a sound economic choice: this school has approximately 800 students and is affiliated with a church of over 5,000! Our book will appear in offices and business throughout Pinellas County!
- The yearbook is a student-produced publication. Selling ads teaches students business etiquette, responsibility, budgeting, and communication skills.
- Our students will create or assist you with your ad. Our photography, scanning, layout and design services are free with your ad purchase!

We have limited pages set aside for ads, so please don't delay in completing the enclosed contract and returning it to a member of the *Talon* staff or mailing it to Indian Rocks Christian School, **Attn: Talon Staff**. In order to meet our printing deadline, we must receive your completed contract **and any artwork** you wish to include **no later than October 2<sup>nd</sup>**.

Please include a deposit equaling one-half the total cost of your ad with your completed contract. As a special incentive, **by September 4<sup>th</sup>**, completed contracts **submitted with payment in full** will receive a 10% discount. Additionally, businesses ordering a **full page color ad** will also receive a complimentary copy of our 2010 yearbook in appreciation for their extraordinary level of support for our school.

Remember to include your return mailing address so that we can send your tax deductible receipt!

If you have questions, please feel free to contact us by email or by phone.

Again, thank you for your support!

Sincerely,  
The *Talon* Staff  
IRCSyearbook@indianrocks.org

# 2010 Business Ad Contract

Completed contracts and any artwork you wish to include must be received **no later than October 2<sup>nd</sup>**.

Business Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

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

### Ad Type (Please Check):

- \_\_\_\_ Full-page color..... \$340
- \_\_\_\_ ½ page color..... \$260
- \_\_\_\_ ¼ page color..... \$160
- \_\_\_\_ Business card color..... \$80
- \_\_\_\_ Full-page black and white..... \$240
- \_\_\_\_ ½ page black and white..... \$160
- \_\_\_\_ ¼ page black and white..... \$90
- \_\_\_\_ Business card black and white..... \$45

### Measurements:

- Full Page 7.25 x 9.5 inches
- Half Page 7.25 x 4.5 inches
- Quarter Page 3.5 x 4.75 inches
- Business Card 3.5 x 2.25 inches

### Design: (Please select one.)

\_\_\_\_ *Student-assisted design*

Our students are available to assist you in creating your ad that would then fit with the overall design theme of the book. If you wish to use these photographic and design services, please provide any specific artwork and text you would like included in your ad.

\_\_\_\_ *Camera-ready artwork*

If you already have an ad design that you wish to use, please submit it by email attachment in any of the following forms: MS Word, InDesign, or PDF.

\_\_\_\_\_

### Ad Price

\_\_\_\_\_

**Less 10% Early Bird Discount on orders submitted by Sept. 4<sup>th</sup>**

\_\_\_\_\_

**Amount to be included with this contract**

- Contracts submitted to the *Talon* staff by September 4<sup>th</sup> will receive a 10% discount.**
- Please include payment with submission of this contract.**
- All contracts, photos, text, and artwork must be submitted by October 2<sup>nd</sup>!**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date