

How to place an ad in the program for this winter's upcoming holiday presentation of:

# Silver Bells ... Silver Screen!!!

*A brand new holiday production for 2010 Featuring your Holiday favorites and songs from the movies!*

Presented by the not for profit partnership of  
**BobDirex, LLC and The Athenaeum Docent Club, Inc.**  
At the Athenaeum Theatre

## Program Advertising Rates & Inclusions

### Pricing and Specifications

**Back Cover Full Page/Inside Back Cover Full Page:** \$350.00 Only 2 Available, FULL COLOR- Dimensions: 5.5" wide x 8.5" long)

**Full Page:** \$250.00 (B&W - Dimensions: 5.5" wide x 8.5" long)

**Half Page:** \$125.00 (B&W - Dimensions: 5.5" wide x 4.25" long)

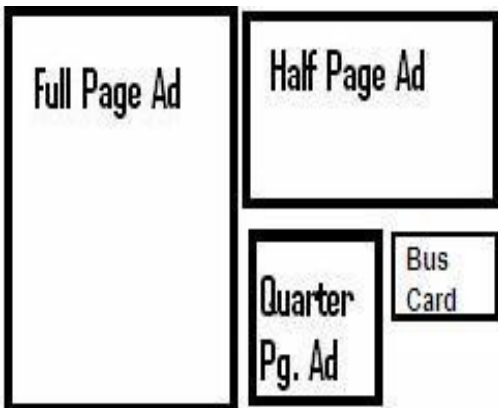
**Quarter Page:** \$65.00 (B&W - Dimensions: 2.75" wide x 4.25" long)

**Business Card:** \$30.00 (B&W - Dimensions: 3.5" wide x 2" long)

**Contributor:** \$15.00 (You may include your name, business name, phone # or web-site for inclusion on Contributor's Page. Line must be 75 characters or less.)

**Design Fee:** \$25.00 (This only applies to the Full, Half, Quarter and Business Card Ads, and is only applied if we must design your ad for you. You are welcome to create and submit your own advertisement. Please adhere to the dimensions above and please only use high resolution images in your ad design for optimal printing results. If your ad has to be redesigned, resized or adjusted, applicable fees will apply see below.)

Submit your files in .tif or .jpg format by **Nov 24, 2010\*** via email to: [joycelicorish@hotmail.com](mailto:joycelicorish@hotmail.com) or contact Joycel Licorish at 317-292-6927



### Checks should be made out to:

Athenaeum Docent Club, Inc.  
Attn: "SILVER BELLS"  
Tax ID # 0130835420

### Mail To:

Bob Harbin  
7260 Fishback Hill Lane  
Indianapolis, IN 46278

**NOTE:** Be certain to note this donation is for "SILVER BELLS" in the memo line of your check so that the funds are allocated appropriately.

Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

### Method of Payment

- Check (TAX DEDUCTIBLE)  
 Cash (**NOT** TAX DEDUCTIBLE)  
 Credit Card (**NOT** TAX DEDUCTIBLE)  
 Call BOBDIREX at 317-280-0825 for all credit card payments.

### Ad Options

- |  | Price    |
|--|----------|
| <input type="checkbox"/> Back Cover or Inside Back Cover <b>Color</b> Full Page Ad (Circle your preference, however depends on availability)   | \$350.00 |
| <input type="checkbox"/> Full Page Ad  | \$250.00 |
| <input type="checkbox"/> Half Page Ad  | \$125.00 |
| <input type="checkbox"/> Quarter Page Ad   | \$65.00  |
| <input type="checkbox"/> Business Card Ad  | \$30.00  |
| <input type="checkbox"/> One Line Contributor  | \$15.00  |
| <input type="checkbox"/> <b>DESIGN FEE</b> (Check only if we are designing your ad)  | \$25.00  |
| <input type="checkbox"/> <b>RUSH FEE</b> (*Applies for all ads received after Nov 24th)  | \$10.00  |
| <input type="checkbox"/> <b>REDESIGN FEE</b> (Applies for all ads that need to be adjusted upon receipt due to not meeting the sizing criteria or clarity standards outlined above. Submitters will be given the option to correct ads before this fee is added) | \$10.00  |

Subtotal: \_\_\_\_\_  
 Tax:     N/A      
 Total: \_\_\_\_\_