



**MSPP's Annual  
Celebration  
in Support of  
our Students**

*Friday  
April 30, 2010  
6-10 pm  
at the  
Newton Marriott*

# Program & Tribute Book Advertising Rates & Specifications

The Program and Tribute Book will be a lasting memento of MSPP's Annual Celebration to raise funds for student scholarships and community service projects.

**Ad sizes**

- Full page—5.5" wide x 8.5" high
- 1/2 page—5.5" wide x 4.25" high
- 1/4 page—2.75" wide x 4.25" high
- Line listing—up to 20 words

**Digital Material**

Preferred Format: Adobe PDF

We will accept: Adobe Illustrator CS4, Photoshop CS4, and InDesign CS4.

We will NOT accept: Microsoft Word, Microsoft Powerpoint, Microsoft Publisher, Microsoft Excel, Pagemaker.

- Black & white line art should be saved as Bitmap (BMP) or TIFF format when scanned, resolution should be no less than 300 dpi.
- Fonts Embedded (use only PostScript Type 1 fonts) or Outlined.

- Materials can be submitted via email or CD-ROM. Any other medium cannot be accepted.

**PDF Files**

- All files submitted as PDF (Portable Document Format) must be prepared in CMYK color or grayscale with all fonts embedded.
- PDF files can be accepted via email or submitted on CD-ROM.

**Ad Deadline**

Please return this form no later than **April 9, 2010**, along with payment, camera-ready art, or CD-ROM to: MSPP, Attn: Mahala Evans, 221 Rivermoor St., Boston, MA 02132.

PDF, TIFF, BMP files can be emailed to mahala\_evans@mspp.edu.

For more information, please call Mahala Evans at 617-327-6777 x217.

**MSPP's Annual Celebration in Support of our Students  
Program Advertising Reply Form**

Please reserve the following space for me in the MSPP Program and Tribute Book:

- Back Cover—Included in Summa Cum Laude Sponsorship
- Inside Back Cover—Included in Magna Cum Laude Sponsorship
- Full Page Ad – \$1,000
- Half Page Ad – \$500
- Quarter Page Ad– \$250
- Greeting– \$100 (up to 20 words)

**Please check one:**

- Copy written below
- Camera ready copy is enclosed
- CD-ROM enclosed
- Ad will be sent electronically
- I do not wish to place an ad, but would like to make a donation

Payment Enclosed: \$ \_\_\_\_\_

- Check Enclosed (please make payable to MSPP)
- Please bill us
- Please charge my:
  - American Express  MasterCard  Visa

Name on Card: \_\_\_\_\_

Card No.: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Contact (if different from above): \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Greeting/Ad copy (use back of sheet if more room is necessary) \_\_\_\_\_

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