



## ADVERTISING CONTRACT


Thank you for supporting The Ivymount Foundation by placing an advertisement in the auction catalog for the Ivymount Benefit Auction 2012, to be held at the Marriott Wardman Park Hotel, Washington DC, on Saturday, November 17, 2012. Your support of Ivymount's biennial event will benefit children with developmental disabilities. The 2012 Ivymount Auction Catalog serves as a program for the entire evening and remains in circulation for two years.

Create your own ad in one of the sizes noted below, or let us design it for you with your photo/artwork and message (materials you provide will be returned). Ads are black/white only.

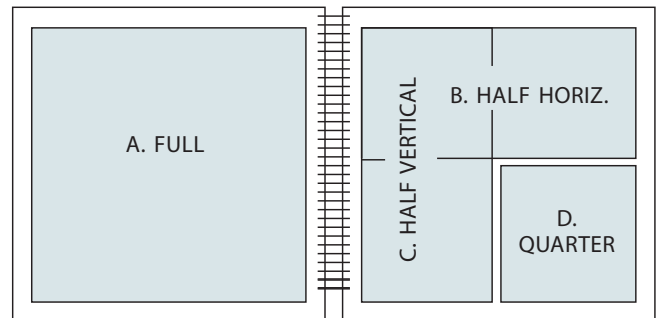
### Ad Size:

- ☐ A. Full page (7<sup>1</sup>/<sub>4</sub>" X 7<sup>1</sup>/<sub>4</sub>") at \$175
- ☐ B. Half-page horizontal (7<sup>1</sup>/<sub>4</sub>" X 3<sup>1</sup>/<sub>2</sub>") at \$125
- ☐ C. Half-page vertical (3<sup>1</sup>/<sub>2</sub>" X 7<sup>1</sup>/<sub>4</sub>") at \$125
- ☐ D. Quarter-page (3<sup>1</sup>/<sub>2</sub>" X 3<sup>1</sup>/<sub>2</sub>") at \$100

### Content:

- ☐ Enclosed is a business card or letterhead to create my ad. (If you wish to include a message, write it below.)
- ☐ Enclosed is a photograph/artwork to create my ad (images will be returned).
- ☐ I will email my digital photograph/artwork. See 
- ☐ Please include the following message when creating my ad (please print, use additional paper if needed):

ADS WILL PRINT IN BLACK/GRAYSCALE ONLY.



**DIGITAL PHOTOGRAPH/ARTWORK GUIDELINES:** Provide JPEG or TIFF files in original image size (not sampled up), with highest possible resolution. For best quality, the file size for a full page ad should be 1600 x 2200 pixels, or about 2MB.

**DIGITAL AD ART:** High-res (300ppi) PDF, JPEG, TIFF, and EPS accepted (convert type to outline). Cannot accept Powerpoint or Microsoft Word.

Enclose CD with this form; or title images using the same LAST NAME as on this form, and email file(s) to [ncarr@ivymount.org](mailto:ncarr@ivymount.org)

### Payment:

- ☐ Enclosed is a check made payable to The Ivymount Foundation in the amount of \$ \_\_\_\_\_
- ☐ Please charge my credit card: ☐ MasterCard ☐ VISA ☐ AmEx Exp. Date \_\_\_\_\_
- Cardholder \_\_\_\_\_ Card # \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

DAYTIME PHONE \_\_\_\_\_ E-MAIL \_\_\_\_\_

Ivymount is a non-sectarian, non-profit day school and educational and therapeutic outreach center for exceptional children ages 4-21, whose special needs cannot be met within the public school system. Ivymount has been serving families from Maryland, Virginia, and the District of Columbia since 1961. Education and related therapies required for these children are intensive and costly. All proceeds from The Ivymount Benefit Auction help to close the gap between state funding and actual program costs. Tax Exempt #: 20-1832991

THE AUCTION CATALOG WILL GO TO PRESS IN SEPTEMBER. Ads received early will receive priority placement. Please send your completed form to The Ivymount Benefit Auction, 11614 Seven Locks Road, Rockville, Maryland 20854.

Ivymount Benefit Contact:

Phone: