

simply **CHIC**

Proceeds will support research and patient care at
The Pencer Brain Tumor Centre at Princess Margaret Hospital

Charitable registration number 88177 7569 RR0001



For additional information please call **416.923.2999**
FAX **416.923.2395** ads@pencerbraintrust.com

PROGRAMME ADS & PERSONAL GREETINGS

printing specifications

Trim Size 6.5"(w) x 13"(h)

Full page 5" x 9.5"

Half page 5" x 4"

Quarter page 5" x 2"

All ads will be printed in **Black** and **PMS ORANGE 021**

- All ads must be supplied digitally, created on a Macintosh computer and assembled in Quark Xpress or Adobe Illustrator EPS or high resolution PDF.
- Supporting images may include Adobe PhotoShop and/or Adobe Illustrator files.
- Logos or graphics must be saved as TIFF or EPS and with minimum resolution of 300 dpi.
- Ad sizes are live copy area.
- All submitted art work must include fonts (printer and screen version).
- Type to be converted to outlines when using Adobe Illustrator.
- Ads supplied on a CD must be accompanied by a hard copy.
Please include trim, crop marks and bleed on your proof.
- All important matter should be kept at least 1/4 "away from the edge.

simply CHIC ADVERTISING FORM

Please complete this form and return with either the sample ad/greeting of choice or your own artwork and full payment to: The Pencer Brain Trust
22 St. Clair Avenue East, Suite 1104, Toronto, Ontario M4T 2S3

simply CHIC hotline 416.923.2999 FAX 416.923.2395
EMAIL ads@pencerbraintrust.com

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Charitable registration number 88177 7569 RR0001

Advertisers Information

Ad sold by _____

Name _____

Company _____

Address _____

City _____ Prov _____ Postal code _____

Phone [b] ____ / ____ [h] ____ / ____ fax ____ / ____

email _____ Date (mm/dd/yy) _____

ADVERTISING RATES (All ads will appear in Black and Pantone Orange 021)

FULL PAGE \$600 1/2 PAGE \$350 1/4 PAGE \$150

I will be providing my own artwork according to the required specifications.

I will not be providing my own artwork. I would like to choose one of the ad or greeting designs provided.

Please design my own unique ad/greeting. A design fee of \$60 /hour will apply.

Please select one of the following:

full page 1F 2F

1/2 page 1H 2H

1/4 page 1Q 2Q 3Q 4Q

Advertising Deadline April 6, 2009

EACH DESIGN CHOICE CAN BE USED AS EITHER A CORPORATE ADVERTISEMENT OR PERSONAL GREETING. Corporate Advertisements may include any or all of the following: address, telephone, email, website and logo. Tax receipts will not be issued for corporate ads, however the cost is a legitimate advertising expense/deduction for most companies. Personal Greetings may include a company or family name only and are entitled to a full tax receipt.

Payment

AMOUNT \$

Cheque Visa MasterCard Amex

Please make cheques payable to: **The Pencer Brain Trust**

Card # _____ Expiry _____

Name on card _____ Signature _____

IF YOU HAVE CHOSEN A PERSONAL GREETING, PLEASE FILL IN TAX RECEIPT INFORMATION BELOW

TAX RECEIPT TO BE ISSUED TO: Individual Company

Name _____

Company _____

Address _____

City _____ Province _____ Postal code _____

Please send this sample ad with your completed information below, completed advertising form and full payment to: The Pencer Brain Trust

simply CHIC

CORPORATE AD OR PERSONAL GREETING INFORMATION HERE (MESSAGE MAXIMUM 10 WORDS)



simply CHIC

CORPORATE AD OR PERSONAL GREETING INFORMATION HERE (MESSAGE MAXIMUM 10 WORDS)

Please mark your selection

1F

2F

CORPORATE AD

COMPANY/FAMILY NAME _____

ADDRESS _____ SUITE _____

CITY _____ PROVINCE _____ POSTAL CODE _____

TELEPHONE _____ / _____ FAX _____ / _____

EMAIL _____ WEB _____

personalized message: _____

PERSONAL GREETING

COMPANY/FAMILY NAME _____

personalized message: _____

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Please mark your selection

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CORPORATE AD OR PERSONAL GREETING
INFORMATION HERE (MESSAGE MAXIMUM 10 WORDS)

1H



simply **CHIC**

CORPORATE AD OR PERSONAL GREETING
INFORMATION HERE (MESSAGE MAXIMUM 10 WORDS)

2H

CORPORATE AD

COMPANY/FAMILY NAME _____

ADDRESS _____ SUITE _____

CITY _____ PROVINCE _____ POSTAL CODE _____

TELEPHONE _____ / _____ FAX _____ / _____

EMAIL _____ WEB _____

personalized message: _____

PERSONAL GREETING

COMPANY/FAMILY NAME _____

personalized message: _____

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Please mark your selection

1Q



2Q



3Q



4Q

CORPORATE AD

COMPANY/FAMILY NAME _____

ADDRESS _____ SUITE _____

CITY _____ PROVINCE _____ POSTAL CODE _____

TELEPHONE _____ / _____ FAX _____ / _____

EMAIL _____ WEB _____

PERSONAL GREETING

COMPANY/FAMILY NAME _____