



## TENTH ANNIVERSARY FÊTE

Festive, Flirty and Fabulously French

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### PROGRAMME ADS & PERSONAL GREETINGS

printing specifications

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Trim Size 8”(w) x 8”(h) or Full Page bleed ad

Full page 6.5” x 6.5”

Half page 3”(w) x 6.5”(h)

Quarter page 3” x 3”

All ads will be printed in **Black** and **PMS gold 872**

- All ads must be supplied digitally, created on a Macintosh computer and assembled in Quark Xpress or Adobe Illustrator EPS or print quality 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).
- 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.



Proceeds will support research and patient care at  
The Pencer Brain Tumor Centre at Princess Margaret Hospital  
Charitable registration number 88177 7569 RR0001

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For additional information please call **416.923.2999**

FAX **416.923.2395** [ads@pencerbraintrust.com](mailto:ads@pencerbraintrust.com)

TEN 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 TEN HOTLINE 416.923.2999 FAX 416.923.2395 EMAIL ads@pencerbraintrust.com

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Ad sold by \_\_\_\_\_

Advertisers Information

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 Gold 872)

Full page \$600 1/2 page \$400 1/4 page \$200 EDITORIAL SPONSORSHIP \$100

- 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 3F 4F
1/2 page 1H 2H 3H 4H
1/4 page 1Q 2Q 3Q 4Q 5Q 6Q

Advertising Deadline April 6, 2010

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 \$

[Empty box for 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 \_\_\_\_\_

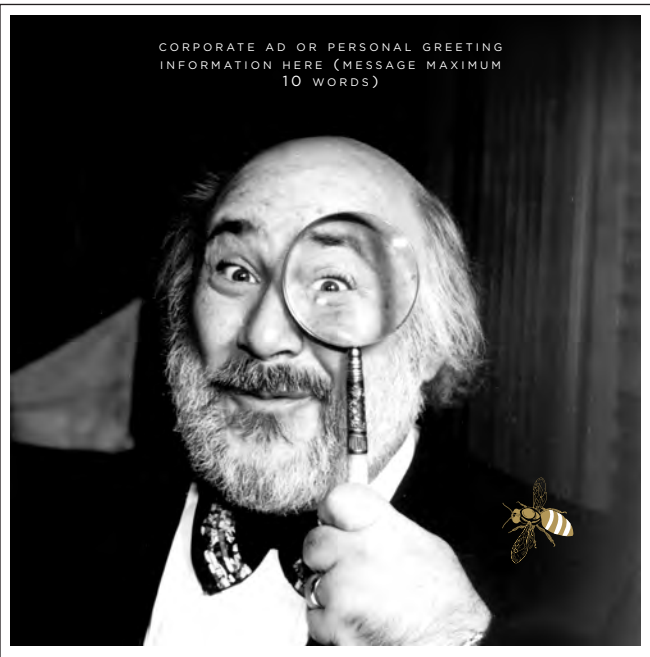
Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal code \_\_\_\_\_

**FULL PAGE AD SAMPLES**  
**6.5 "x 6.5"**

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



BON VIVANT!



**Please mark your selection**  CORPORATE AD

PERSONAL GREETING

COMPANY/FAMILY NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_ SUITE \_\_\_\_\_  
 CITY \_\_\_\_\_ PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_  
 TELEPHONE \_\_\_\_\_ / \_\_\_\_\_ FAX \_\_\_\_\_ / \_\_\_\_\_  
 EMAIL \_\_\_\_\_ WEB \_\_\_\_\_

Personalized message: \_\_\_\_\_  
 \_\_\_\_\_

**HALF PAGE AD SAMPLES**  
**3" "x 6.5"**

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



1H



2H

**Please mark your selection**

CORPORATE AD

PERSONAL GREETING

COMPANY/FAMILY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ SUITE \_\_\_\_\_

CITY \_\_\_\_\_ PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ / \_\_\_\_\_ FAX \_\_\_\_\_ / \_\_\_\_\_

EMAIL \_\_\_\_\_ WEB \_\_\_\_\_

Personalized message: \_\_\_\_\_

\_\_\_\_\_

**HALF PAGE AD SAMPLES**  
**3" "x 6.5"**

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



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



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

1H

2H

**Please mark your selection**

CORPORATE AD

PERSONAL GREETING

COMPANY/FAMILY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ SUITE \_\_\_\_\_

CITY \_\_\_\_\_ PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

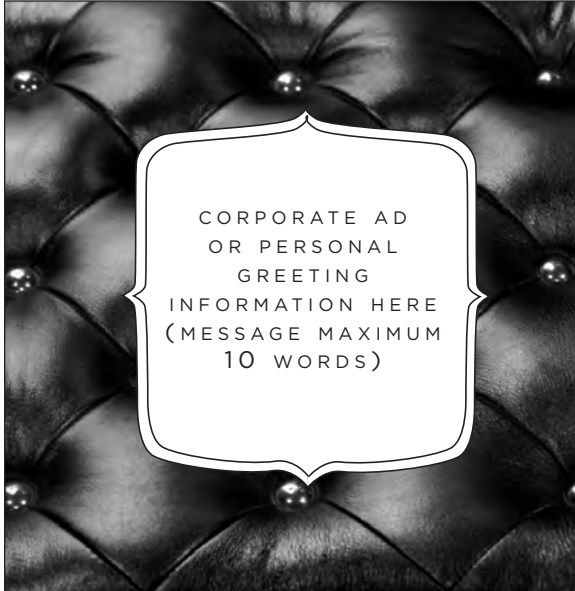
TELEPHONE \_\_\_\_\_ / \_\_\_\_\_ FAX \_\_\_\_\_ / \_\_\_\_\_

EMAIL \_\_\_\_\_ WEB \_\_\_\_\_

Personalized message: \_\_\_\_\_  
 \_\_\_\_\_

**QUARTER PAGE AD SAMPLES**  
**3" "x 3"**

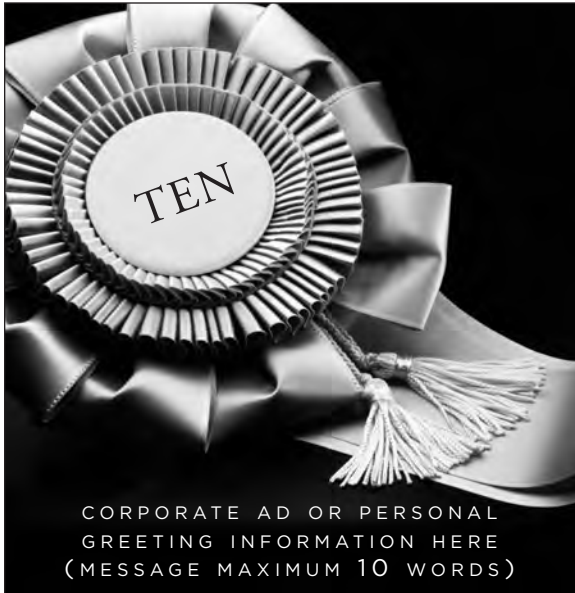
Please send this sample ad with your completed information below, completed advertising form and full payment to: The Pencer Brain Trust



1Q



2Q



3Q



4Q

**Please mark your selection**

CORPORATE AD

PERSONAL GREETING

COMPANY/FAMILY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ SUITE \_\_\_\_\_

CITY \_\_\_\_\_ PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ / \_\_\_\_\_ FAX \_\_\_\_\_ / \_\_\_\_\_

EMAIL \_\_\_\_\_ WEB \_\_\_\_\_

Personalized message: \_\_\_\_\_

\_\_\_\_\_

**QUARTER PAGE AD SAMPLES**

**3" "x 3"**

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



5Q



6Q

**Please mark your selection**

CORPORATE AD

PERSONAL GREETING

COMPANY/FAMILY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ SUITE \_\_\_\_\_

CITY \_\_\_\_\_ PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ / \_\_\_\_\_ FAX \_\_\_\_\_ / \_\_\_\_\_

EMAIL \_\_\_\_\_ WEB \_\_\_\_\_

Personalized message: \_\_\_\_\_

\_\_\_\_\_

**New Category this year!!!**

EDITORIAL SPONSORSHIP

COMPANY/FAMILY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ SUITE \_\_\_\_\_

CITY \_\_\_\_\_ PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ / \_\_\_\_\_ FAX \_\_\_\_\_ / \_\_\_\_\_

EMAIL \_\_\_\_\_ WEB \_\_\_\_\_

This page is generously sponsored by \_\_\_\_\_

will appear at the bottom of an editorial page in our 10th Anniversary publication.