



2018 CHESTER COUNTY DAY NEWSPAPER ADVERTISER FORM

The 78th Annual Chester County Day House Tour is set for Saturday, October 6, 2018. Annually, the Women's Auxiliary to Chester County Hospital prints 30,000 copies of The Chester County Day House Tour Newspaper. These newspapers are a Chester County tradition and are distributed throughout the county by direct mail and hand delivery during August and September leading up to the tour. Advertising in the newspaper is an excellent marketing value and has great visibility. We hope you are able to join us this year. Thank you for your consideration.

STEP 1: Advertiser Information

Company Name:

Company Contact:

Company Address:

City, State & ZIP:

Email Address:

Phone Number:

STEP 2: Choose Your Ad Size

Ad Selection	Ad Size	2018 Ad Cost
— Half Page Horizontal	10" x 7.50"	<i>Only available through sponsorship</i>
— Half Page Vertical Ad	4.875" x 15.25"	<i>Only available through sponsorship</i>
— Quarter Page Ad	4.875" x 7.50"	\$495
— 1/8th Page Ad	4.875" x 3.62"	\$295
— Business Card Horizontal	4.875" x 2.00"	\$145
— Business Card Vertical	2.375" x 3.62"	\$145

TOTAL DUE:

\$ _____

STEP 3: Ad Submission Details

Ad Submission: Please select option that best applies

- We will be submitting A New Ad
 We will be using last year's ad - As Is (if applicable)

**NOTE: ALL NEWSPAPER ADS
ARE DUE BY JUNE 11, 2018
TO BE INCLUDED IN THE
2018 NEWSPAPER!**

Ad Formatting:

Ads must be provided in one of the below formats. No Word Documents Accepted. Please note: High contrast, black and white ads seem to print better than greyscale in the newspaper.

- 1) PDF (Press optimized with embedded fonts and high resolution photos)
- 2) Adobe Photoshop/InDesign/Illustrator (with fonts attached)
- 3) TIF (photos, logos and artwork should be to size in document and at least 300 dpi or higher)
- 4) High Resolution JPG (300 dpi or higher)

Ad Deadlines & Next Steps:

- **If submitting a new ad:** Email your ad to ChesterCountyDay@gmail.com by June 11, 2018.
- **If reusing last years ad:** Email ChesterCountyDay@gmail.com by June 11, 2018. In the email please state your company name and that you would like to reuse the same ad as last year.

STEP 4: Ad Payment

Paying by check (*payable to Chester County Day*) and mailed to: **Chester County Hospital Foundation
Attn: Chester County Day
701 East Marshall Street
West Chester, PA 19380**

Paying by credit card (Please charge my credit card:)

Card Type: MasterCard Visa American Express Discover

Card # _____

Expiration Date _____ CSS Code: _____

Signature: _____

STEP 5: Submit Advertisers Form

Submit this form by June 11, 2018 via:

- Mail to Chester County Hospital (Attn: Chester County Day), 701 East Marshall St, West Chester PA 19380
- Email to ChesterCountyDay@gmail.com (Subject: 2018 CCD Advertiser Form)
- Fax to (610) 738-2830 (Attn Chester County Day)

Thank you for supporting Chester County Day!

Please Note: Portions of the ad, including any typographical errors, graphics or logos, are not the responsibility of the Hospital if the ad is not camera-ready. The Chester County Hospital reserves the right to reject any copy deemed unsuitable for publication or conflicts with the Hospital's mission or services. The position of the advertisement will be determined by production. *Please consider the historical tone of the Chester County Day Newspaper when creating your ad. There is no color in the ads.