

Dear Friends,

Chester County Day, the longest running house tour in the United States, organized by the Women's Auxiliary to Chester County Hospital, showcases the history, architecture, art, landscape and antiques that exemplify fine Chester County living. This autumn tradition will celebrate 79 years of supporting Chester County Hospital on **Saturday, October 5, 2019 at the 79th Annual Chester County Day House Tour**. This year the tour will feature Chester County's most beautiful homes, exquisite gardens and historic landmarks in the **Southeast quadrant** of the county.

We invite you to support this memorable event in 2019 by **advertising in the Chester County Day House Tour Newspaper**, which is circulated to 30,000 potential customers.

We have various size ads as detailed in the enclosed packet. You can select the ad level that best meets your needs. We are counting on your support and will be happy to answer any questions you may have. If you have any questions, please contact Louise Milewski at (610) 457-2201 or email louisemilewski@aol.com.

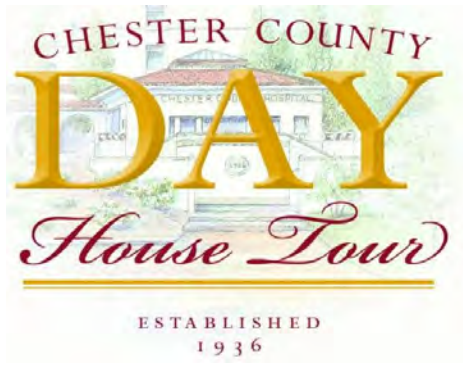
Thank you, in advance, for your willingness to support the efforts of the Women's Auxiliary's most recent pledge of \$1.25 million to purchase leading edge technology for the Heart and Vascular Program at Chester County Hospital.

Sincerely,

2019 Chester County Day Advertising Committee

701 East Marshall Street
West Chester, Pennsylvania 19380
610.431.5054 | Fax 610.738.2830
www.ChesterCountyHospital.org/Giving

THE CHESTER COUNTY
HOSPITAL *Foundation*



2019 CHESTER COUNTY DAY NEWSPAPER ADVERTISER FORM

The 79th Annual Chester County Day House Tour is set for Saturday, October 5, 2019. 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	2019 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 10, 2019
TO BE INCLUDED IN THE
2019 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 grey scale in the newspaper.

If you cannot properly format your ad, we can assist you. Please contact Kate.Pergolini@penmedicine.upenn.edu.

- 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 10, 2019.
- **If reusing last years ad:** Email ChesterCountyDay@gmail.com by June 10, 2019. 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 10, 2019 through one of the following options:

- **Mail** to Chester County Hospital Foundation (Attn: Chester County Day), 701 East Marshall St, West Chester PA 19380
- **Email** to ChesterCountyDay@gmail.com (Subject: 2019 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.**

B E N E F I T I N G

THE CHESTER COUNTY
HOSPITAL *Foundation*