



# Family Resource Guide Application

Advertisements Due: May 25, 2012

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**Publication Description:** This is a full color 8.5 x 11 inch magazine-style entertainment guide, highlighting Sioux Falls and the surrounding area. A minimum 5,000 copies will be published and distributed before, during and after FamilyFest. This publication is free for all and includes all of the local events, classes, clubs and activities for families in our area. Other sections also highlight family living information, health, housing and more! **FamilyFest exhibitors receive 15% off!**

**You DO NOT have to purchase a booth at FamilyFest in order to place an advertisement.**

~ Any vendor who reserves advertising space but fails to remit their advertisement or the proper information by the due date, forfeits his/her space and will not receive a refund. This is your responsibility.

~ Advertiser assumes all responsibility in obtaining permission to authorize reproduction of submitted advertisements, photos, artwork and all components to be used in the Family Resource Guide or online by Black Inc. & FamilyFest.

**1. FamilyFest Advertisement Size & Pricing**

- \_\_\_\_\_ \$275 1/8 pg (4" wide x 2.5" tall)
- \_\_\_\_\_ \$375 1/4 pg (4" wide x 5" tall)
- \_\_\_\_\_ \$575 1/2 pg (Horizontal 7.5" x 5" tall, or Vertical 4" x 10" tall)
- \_\_\_\_\_ \$925 Full pg 7.5" wide x 10" tall or Full pg (with bleeds): Ad trim size: 8.5"x 11" plus 0.25" bleeds (totaling 8.75" wide x 11.25" tall)
- \_\_\_\_\_ \$1800 Full page inside front or back cover (Call for availability)

**2. Second Advertisement Rates 30% off**

- \_\_\_\_\_ \$192.50 1/8 pg (4" wide x 2.5" tall)
- \_\_\_\_\_ \$262.50 1/4 pg (4" wide x 5" tall)
- \_\_\_\_\_ \$402.50 1/2 pg (Horizontal 7.5" x 5" tall, or Vertical 4" x 10" tall)
- \_\_\_\_\_ \$647.50 Full pg 7.5" wide x 10" tall or Full pg (with bleeds): Ad trim size: 8.5"x 11" plus 0.25" bleeds (totaling 8.75" wide x 11.25" tall)

**3. Design Options**

- \_\_\_\_\_ \$25 YES, design my 1/8 or 1/4 pg Family Resource Guide ad for me x \_\_\_\_\_ ads
- \_\_\_\_\_ \$50 YES, design my 1/2 or full pg Family Resource Guide ad for me x \_\_\_\_\_ ads
- \_\_\_\_\_ Please reuse my same size Family Resource Guide ad from last year
- \_\_\_\_\_ I will email my complete advertisement (Please email your high resolution PDF file to [angie@blackincevents.com](mailto:angie@blackincevents.com), or call Angie 605-332-6000 ext 13)

**Totals:**

\_\_\_\_\_ 1. Total First Ad

\_\_\_\_\_ - 15% OFF for exhibiting at FamilyFest 2011

\_\_\_\_\_ = Subtotal Total Second Ad

\_\_\_\_\_ 2. + Second Advertisement

\_\_\_\_\_ 3. + Design Fee(s)

\$ \_\_\_\_\_ Grand Total

# FAMILY RESOURCE GUIDE PURCHASE ORDER

(FOR OFFICE USE ONLY)

ORDER #:

DATE:

Company:

Contact Name:

Phone#:

Email:

Account Executive:

Email Proof 1: \_\_\_\_\_ Email Proof 2: \_\_\_\_\_ Approved: \_\_\_\_\_ Received Ad: \_\_\_\_\_

## Advertisement Details

\_\_\_\_\_ **Reuse my Family Resource Guide ad from previous issue** Do you know what year? \_\_\_\_\_

\_\_\_\_\_ **Redesign previous ad from:** \_\_\_\_\_

\_\_\_\_\_ **YES, design my ad from scratch:**

\_\_\_\_\_ **1/8pg** \_\_\_\_\_ **1/4 pg** \_\_\_\_\_ **1/2 pg (H)** \_\_\_\_\_ **1/2 pg (V)** \_\_\_\_\_ **Full Pg**

- *If YES...* Will you be providing photos or other graphics for your design project? **YES\*** \_\_\_\_\_ **NO** \_\_\_\_\_  
\*Photos must be in high resolution JPEG, TIFF or PSD format. (Photos that are scanned, should be at no less than 300 dpi and 100% of their size.) Never send us "web graphics" from your web site. Most web graphics are for screen viewing, which means they are saved at 72 dpi (low resolution) and will NOT print clearly.
- *If YES...* Will you be providing a logo? **YES\*** \_\_\_\_\_ **NO** \_\_\_\_\_  
\*Logos must be submitted in high-resolution format. (An EPS/vector file is the industry standard file format for printing and reproduction for any print media. Original PSD or JPEG formats may be accepted. However, we cannot use raster images that are embedded within another file, such as within a Word document or from a web site.)  
*IDEAS/BODY COPY:* (Depending on ad size, body copy could be edited or omitted.)

\_\_\_\_\_ **Website** \_\_\_\_\_ **Email** \_\_\_\_\_ **Phone #** \_\_\_\_\_ **Fax #** \_\_\_\_\_ **Street Address** \_\_\_\_\_ **Other:** \_\_\_\_\_

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**\*\*PLEASE NOTE:** *Production of your advertisement is to be used strictly with the Family Resource Guide, FamilyFest and other Black Inc. publications or productions. The design fees have been dramatically reduced so that you may have a high quality professional design. Clients may purchase our ads for other advertising opportunities, and MUST contact Black Inc. for pricing to release ads (design/setup fee based on how much work is needed). Client assumes all responsibility in obtaining permission to authorize reproduction of submitted advertisement to Black Events & Advertising Inc.*

Our goal is to produce the best quality product we can, so any rejection of logos, photos or artwork are in your best interests. We make sure all artwork is acceptable before going into production. We reserve the right to return any artwork that does NOT meet our requirements. Design fees may apply for any additional production work or redesigning.

**Deadline:** Please provide ALL logos, photos/artwork and text within **7** days of ad purchase date.

\*Email to [angie@blackincevents.com](mailto:angie@blackincevents.com) or call 605-332-6000 Ext. 13