



# St. Jude Children's Research Hospital

ALSAC • Danny Thomas, Founder

## World of Hope Dinner & Auction Program Ad Commitment Form

Date: \_\_\_\_\_  
Donor's Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

*Committee Member:* \_\_\_\_\_

Payment must be received along with ad work:

\_\_\_\_ Half Page \$50.00                      \_\_\_\_ Full Page \$100.00

Check Enclosed \_\_\_\_\_

Credit Card Info: \_\_\_\_ Visa    \_\_\_\_ MasterCard    \_\_\_\_ Am Ex    \_\_\_\_ Discover  
Name on card \_\_\_\_\_ (please print)  
Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Please send ad copy electronically to: [Cinda.white@stjude.org](mailto:Cinda.white@stjude.org)

If not available electronically:

Camera ready art attached \_\_\_\_\_ Camera ready art to be mailed on: \_\_\_\_\_

Mail to: St. Jude Children's Research  
110 Third Ave. N.E.  
Carmel, In 46032

Please see Additional  
Page for Printing  
Specifications

**DEADLINE FOR SUBMISSION: October 1, 2006**

## WORLD OF HOPE DINNER AND AUCTION

Book size: 5.5" x 8.5"

- A. Full Page Ad Size: Full print image size is 4.5" x 7.5" Vertical image.
- B. Half Page Ad Size: 4.5" x 3.75" Horizon image (maximum...no bleeds).

Colors: One Color (**Black only**).

### FILE TYPES ACCEPTED:

All files must be submitted at 300pi...ready for printing. Line screen 150lpi.

If you need advice, please ask a professional graphic designer or printer you may know.

Your ad placement and look is important, please take the right steps to create your ad correctly. It will be time well spent.

1. Art **MUST** be supplied "camera-ready" to size at 150lpi (but we prefer electronic files). Any art submitted that does not meet requirements may be scanned, but the image results may diminish the quality. Unusable art may be rejected. No staples.
2. QuarkXPress MAC Version 4.1 or 5 with ALL Fonts, logos and images included.
3. Photoshop TIFF, EPS, PDF at full 300dpi "print" resolution (NOT 72dpi or "screen" resolution).
4. Other PDF files at "print" resolution (NOT 72dpi or screen resolution).

MEDIA ACCEPTED: CD, ZIP, Floppy, e-mail (for e-mail, please call for address).