



**BOOK & AUTHOR
LUNCHEON**

Benefiting UT Health Cancer Center
Phase I Clinical Research Program

2017 PROGRAM ADVERTISING CONTRACT

Company Name: _____

Address: _____

President/Owner: _____

Contact Email: _____ **Phone** _____

Payment Information: Please circle: **Visa** **Mastercard** **American Express**

CC Number: _____ **Exp:** _____ **Amount:** _____

Ad Description	Colors	Sizes	Rates
<input type="checkbox"/> ¼ Page	(color or black & white)	4-1/8" wide x 4-1/8" deep	\$ 400
<input type="checkbox"/> ½ Page Vertical	(color or black & white)	4-1/8" wide x 8-1/2" deep	\$ 600
<input type="checkbox"/> ½ Page Horizontal	(color or black & white)	8-1/2" wide x 4-1/8" deep	\$ 600
<input type="checkbox"/> Full Page Ad	(color or black & white)	8-1/2" wide x 8-1/2" deep	\$ 900
<input type="checkbox"/> Inside Back Cover	(color or black & white)	8-1/2" wide x 8-1/2" deep	\$2,000
<input type="checkbox"/> Back Cover	(color or black & white)	8-1/2" wide x 8-1/2" deep	\$2,500

Required Specifications:

- Advertiser to provide digital file of the ad artwork (Mac files preferred). Email address of program designer will be provided at a later date. Artwork can be supplied on CD, zip, disk, or diskette. Prefer Press Ready Adobe Acrobat PDF. Prior to distillation, ensure that all images are 300 dpi and colors are CMYK or Gray Scale (no RGB). Fonts must be embedded during distillation.
- Other acceptable formats are (1) Adobe Illustrator EPS, all fonts must be converted to paths and all placed images included in a separate images folder (2) Adobe Photoshop TIFF or EPS file, all layers must be flattened (3) Adobe InDesign, all images and Mac fonts (no PC) must be included or (4) Quark 4 or below, all images and Mac fonts (no PC) must be included.
- For Quark, PageMaker, InDesign, Illustrator and Photoshop, files must include all fonts and linked images as well as a laser printout. Images must be at least 300 dpi. If sending Illustrator AI Files, convert text to outlines.
- The following PC files will be accepted (1) Illustrator files with text converted to paths (2) flattened Photoshop TIFF or EPS files or (3) Acrobat Press Ready PDFs with embedded fonts.

Authorized signature: _____ **Date:** _____



Contract and Artwork Deadline is August 11, 2017

***Should you not submit artwork by deadline we will design an ad using your company logo ***

Please return to:

Development Office Attn: Book & Author • 7703 Floyd Curl MC 7835 • San Antonio Texas 78229
(210) 567-2508 • Book&Author@uthscsa.edu or visit makelivesbetter.uthscsa.edu/bookauthor