



36th Run of the Charles: Boston's Premier Paddling Race
Sunday, April 29, 2018

Phone: (508) 698-6810 x10 Fax: (508) 698-6811 rotc@crwa.org

RACE BROCHURE ADVERTISING CONTRACT

Advertiser: _____
Address: _____
Email: _____
Phone: _____
Contact: _____
Date: _____
Authorized Signature: _____

ADVERTISING INSTRUCTIONS

Space Size	Position Requested
Size	Color
Back Cover (1/2 page)	\$ 875
Inside Front Cover	\$1,150
Full Page	\$450.00
Half Page	\$300.00
Quarter Page	\$200.00
Business Card	\$100.00
	Black/White

Our rate schedule and specifications are based on high resolution (300 dpi) PDF, JPG or TIFF, with all graphics and fonts embedded. Any material furnished which requires additional work must be charged to the advertiser at the rate of \$50.00 per hour, with one-half hour minimum charge of \$25.00. Additional work billed to the advertiser will include, but is not limited to design, retouching, typesetting, proofreading, overlays, and halftones.

DEADLINE January 15, 2018

CAMERA-READY COPY ONLY-MECHANICAL REQUIREMENTS

<u>Copy Size</u>	<u>Specifications</u>
Full Page.....8" W X 10 ½" H	Trim Size.....8 ½" X 11"
Full Page Bleed.....8 5/8" W X 11 ½" H	Type Size.....7" X 10"
Half Page Horizontal.....8" W X 5 ¼" H	
Half Page Vertical.....4" W X 10 ½" H	
Quarter Page Horizontal.....8" W X 2 ½" H	
Quarter Page Vertical.....4" W X 5 ¼" H	

FULL BLEED The material should not extend beyond 7 ¾" x 10 ½" to avoid trimming off. No additional charge for bleed pages.
PREFERRED POSTIONS Whenever possible any reasonable requests for preferred positions will be accommodated. Every effort will be made to comply with requests on a first come first served basis.
TERMS OF CONTRACT *Payment in full must be received with contract.*

Please make checks payable to the **Charles River Watershed Association.**

Mail original contract and payment to:
Classic Communications, 38 Mechanic Street, Suite 101, Foxboro, MA 02035.
Email advertisement to: rotc@crwa.org

Contact us at (508) 698-6810 or rotc@crwa.org with any questions.