

THURSDAY, FEBRUARY 9 & FRIDAY, FEBRUARY 10, 2012 ~ SHERATON CENTRE, TORONTO

Programme Advertising

You are invited to advertise in our Reading for the Love of It Conference Programme.

The programme circulates from mid-November until the February conference. It's mailed to every school principal in TDSB and TCDSB and to every registered delegate.

Projected length is 36 pages and it will have a large, 4 colour print run of 6000 copies.

Space Reservation

Please reserve the following advertising space(s) in the Programme (13% HST included (HST #12127 1787 RT)):
 (Note: Outside and inside front and back cover areas are unavailable.)

| | |
|--|----------|
| _____ Full page ad(s) 7.5 inches (width) by 10.25 inches (height) @ \$975 | \$ _____ |
| _____ Half page ad(s) 3.601 (10/16) inches (width) by 10.25 inches (height) @ \$550 | \$ _____ |
| _____ Half page ad(s) 7.5 inches (width) by 5.125 (1/8) inches (height) @ \$550 | \$ _____ |
| _____ Quarter page ad(s) 3.601 (10/16) inches (width) by 5.125 (1/8) inches (height) @ \$550 | \$ _____ |
| Total \$ _____ | |

Company Name _____

Contact Name _____

Signature _____ Date _____

Technical Requirements

The Programme is produced on a Macintosh using Quark Express, and printed using 4 process colours on a sheetfed press.

Ads are accepted in the following formats (Please ensure that all spot colours are converted to CMYK):

- Photoshop TIFF file at 300 DPI (please supply hi-res proof)
- High-resolution PDF (Quark 7.0 compatible): verification - PDF/X-1a:2001; all fonts and images embedded

Ad material may be submitted on a CD (readable by both Mac and PC platforms) or emailed (See Ad Submissions below). Any questions regarding art preparation can be directed to Erica Townson at 416-444-7473 or via email to the following address: eys@readingforthe loveofit.com.

Ad Submissions

Advertisement and cheque payment **deadline is Friday, October 14, 2011**

Please mail this completed form along with a cheque payable to the EYS Reading Association to:
 Erica Townson, EYS Reading Association, 1315 Lawrence Avenue East, #309, Toronto ON M3A 3R3

You may include your ad in the same package or if you prefer you may email the ad to the following address:
 eys@readingforthe loveofit.com

More Information: Erica Townson, at 416-444-7473 or eys@readingforthe loveofit.com.

FOR OFFICE USE ONLY

| Date Received | Amount | Initial |
|---------------|--------|---------|
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