



## PROGRAM BOOK RATE CARD

Elements	Rate Card	Carnival Tickets <i>(general admission)</i>	Commitment <i>(please initial choice)</i>
Inside Front Cover	\$4,000	12	_____
Inside Back Cover	\$4,000	12	_____
Two-Page Color Spread	\$2,800	10	_____
Full Page Color	\$1,600	8	_____
1/2 Page Color	\$900	6	_____
1/4 Page Color	\$500	4	_____

Please initial to the right if you would like to repeat the same artwork from the 2011 Carnival Program Book \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ EMAIL ADDRESS: \_\_\_\_\_

BILLING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

CHECK ENCLOSED     CHARGE PAYMENT TO:     VISA     MC     DISCOVER     AMEX

CREDIT CARD # \_\_\_\_\_ EXP. DATE \_\_\_\_\_ SIGNATURE \_\_\_\_\_

**Commitment Deadline: January 13, 2012 ★ Artwork Deadline: January 20, 2012**  
**Fax 215.389.9507 or email FlyersWivesCarnival@Comcast-Spectacor.com**



## 2012 PROGRAM BOOK ARTWORK SPECS

**Finished Size of Book: 8.5"w x 11"h**

### **AD SIZES:**

Full Page Ad *(with bleed)*  
SIZE: 8.75"W x 11.25"H

Half Page Horizontal Ad  
SIZE: 8"W x 5.125"H

Full Page Ad *(without bleed)*  
SIZE: 8"W x 10.5"H

Quarter Page Ad  
SIZE: 3.875"W x 5.125"H

Please send a HI-RES JPG or PDF via email or CD to [FlyersWivesCarnival@comcast-spectacor.com](mailto:FlyersWivesCarnival@comcast-spectacor.com)  
Coupons, cut-outs and/or business cards will not be suitable for artwork layout.  
Artwork must be approved by the Comcast-Spectacor Charities Office.

**Please make check payable to  
"Comcast-Spectacor Charities" and mail to:**

Comcast-Spectacor Charities  
Attn: Carnival Program  
Wells Fargo Center  
3601 South Broad Street  
Philadelphia, PA 19148-5290

phone: 215.389.9426  
email: [FlyersWivesCarnival@comcast-spectacor.com](mailto:FlyersWivesCarnival@comcast-spectacor.com)  
fax: 215.389.9507

**If it is important in your community,  
it is important to Comcast-Spectacor.**