



**THE KINKAID SCHOOL  
ALL SPORTS ATHLETIC PROGRAM  
2016-2017 ADVERTISING CONTRACT**

All Sports Athletic Programs are printed for the Fall, Winter and Spring Seasons. Ads may be purchased for one, two or all three seasons. Rates are structured to encourage year-round exposure for advertisers. This project is not intended to be a fundraiser, but any excess funds remaining at the end of the year will be allocated to the Athletic Department.

**ADVERTISER INFORMATION**

Advertiser (List name as you would like it to appear in the index)

Contact

Title

Address

Phone

Cell

E-mail

Advertiser's Signature

Date

**AD RATES AND SPECIFICATIONS**

		YEAR ROUND	TWO SEASONS	ONE SEASON
Inside Front Cover:	7-1/2" x 10" vertical color	\$3,000	N/A	N/A
Inside Back Cover:	7-1/2" x 10" vertical color	\$3,000	N/A	N/A
Outside Back Cover:	7-1/2" x 10" vertical color	\$3,500	N/A	N/A
Full Page:	7-1/2" x 10" vertical color	\$1,500	\$1,200	\$1,000
One-Half Page:	7-1/2" x 5" horizontal or 3-3/4" x 10" vertical color	\$750	\$600	\$500
One-Quarter Page:	3-5/8" x 4-7/8" vertical or 7-1/2" x 2-1/4" horizontal color	\$500	\$300	\$200
Falcon Supporter:	(Name listing, no ad)			\$100

**AD INSTRUCTIONS**

DEADLINES: FALL PROGRAM: AUGUST 19, 2016; WINTER PROGRAM: NOVEMBER 18, 2016;  
SPRING PROGRAM: FEBRUARY 24, 2017

- Ad attached, as specified below
- Will submit art by deadline
- Ad to be sent directly to [sportsads@kinkaid.org](mailto:sportsads@kinkaid.org)
- Ad will remain the same as last year's program

**PAYMENT INFORMATION**

- Check enclosed (made payable to: The Kinkaid School)
- Check to follow
- Credit Card  Visa  Discover  MasterCard  Amex
- Name on Card: \_\_\_\_\_
- Card Number: \_\_\_\_\_
- Exp. Date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_
- Signature: \_\_\_\_\_

**Art Work Requirements:**

To be certain your ad meets printers' requirements, following are detailed artwork specifications for all ads.

**Required materials:** electronic files and proof, Macintosh platform.

**Acceptable software:** Print quality PDF preferred, Quark Express (v. 4.0 or lower); Adobe Illustrator (v. 10 or lower); Photoshop (eps, tiff, or jpeg).

**Images:** All images must be grayscale, 300 dpi and saved as an eps, tiff or jpeg file.

**Fonts:** Submit all fonts used in the layout. Do not use True Type fonts or stylize fonts in Quark, as this may cause ad to print incorrectly. A hard copy of the ad MUST be submitted along with the digital file.

**Copy Acceptance:** The Kinkaid School reserves the right to reject material or advertising which does not meet its publication standards.

PLEASE SIGN AND RETAIN THE TOP COPY OF THIS FORM.  
RETURN REMAINING COPIES, ARTWORK & PAYMENT TO:

The Kinkaid School  
Attention Sports Program Ad Sales  
201 Kinkaid School Drive, Houston, Texas 77024.

Electronic files for artwork may be submitted by email to:  
[sportsads@kinkaid.org](mailto:sportsads@kinkaid.org)

The Kinkaid School Gratefully Acknowledges Your Generous Support.