

# 2018 Escapade Program Ad Form

Dear SunDancers, Parents, Friends, Family, and Businesses:

Each year the SunDancers, their parents, friends, family, and area businesses take out "FRIENDSHIP" ads in the Escapade Program. It's a wonderful keepsake and businesses find it to be a smart buy as we distribute 1,500 programs during our two Escape shows! This packet contains an order form and ad templates to use when creating your ad.

## Deadline and Instructions to Submit:

All ads and payment are due no later than **January 16, 2018** (January 26, 2018 for Babies):

- Email a digital version of your ad to Lindy Buckley at [lindy@buckleytx.com](mailto:lindy@buckleytx.com).
- Submit order form, payment, and a computer-generated hard copy (print out) of your ad to Mrs. Steedley.

*We need both an electronic and hard copy of your ad to ensure the correct font transmitted and the ad looks the way you submitted it. We also use the hard copy print-out when proofing the program.*

## Requirements and Helpful Hints to Create Your Ad:

- Create your ad on the computer using digital photos converted into black and white, and save as a .pdf or .jpg.
- Photos reproduce better if converted to black and white prior to submitting your ad (in other words, create the original as all black and white).
- Photos should be bold, clear, and in high definition.
- If purchasing a **1/8 page ad**, no photos allowed.
- Each ad must have a **BORDER**. All artwork, photos, and text must fit within the border.
- Artwork and text must be in **BLACK INK**.
- The ad, including the borders, must fit within the required measurement and direction as shown on the Layout Guide.
- Please use common fonts; however, if you use an uncommon/specialty font, please embed it within your ad.
- Each **current** SunDancer receives a 1/8 page ad **free**. The \$10 can be applied to the cost of a larger ad (subtract \$10 from the total). Babies can purchase 1/8 page to 1/2 page ads.



### ORDER FORM

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Ordered for (Dancer's Name):  
\_\_\_\_\_

Select One:  Senior  Junior  Sophomore  Baby

Full Page \_\_\_\_\_ X \$50 = \_\_\_\_\_

1/2 Page \_\_\_\_\_ X \$30 = \_\_\_\_\_

1/3 Page \_\_\_\_\_ X \$20 = \_\_\_\_\_

1/4 Page \_\_\_\_\_ X \$15 = \_\_\_\_\_

1/8 Page\* \_\_\_\_\_ X \$10 = \_\_\_\_\_

\*text only, no photos

**TOTAL:** \_\_\_\_\_

Make checks payable to  
**WHS SunDancers.**

**Questions?** Please contact Lindy Buckley at 512-934-3935 or [lindy@buckleytx.com](mailto:lindy@buckleytx.com).

# Escapade Program ~ AD LAYOUT

