

FULL COLOR PROGRAM BOOK

Insertion Order & Authorization

- **DEADLINE MARCH 31, 2010.**
- **EARLY ADVERTISER 10% DISCOUNT RESERVE & PAY BY JAN. 4**

Advertiser Name: _____

Contact: _____

Daytime Phone: _____ Eve. Phone: _____ Fax: _____ Email: _____

Address (credit card billing address): _____

City: _____ State: _____ Zip: _____

Credit Card No: _____ Exp. Date: _____ CWV: _____

PAYMENT METHOD: CHECK ENCLOSED VISA / MASTERCARD AMOUNT: _____

- Full Page: \$850**
 Non-Bleed: 7.1875" wide X 9.75" tall (Live area)
 Bleed: 8.875" wide X 11.375" tall (trims to 8.5 x 11)

- Interior Premium: \$1,000 (pages 2 through 9)**

- Inside Front Cover: \$1,250**

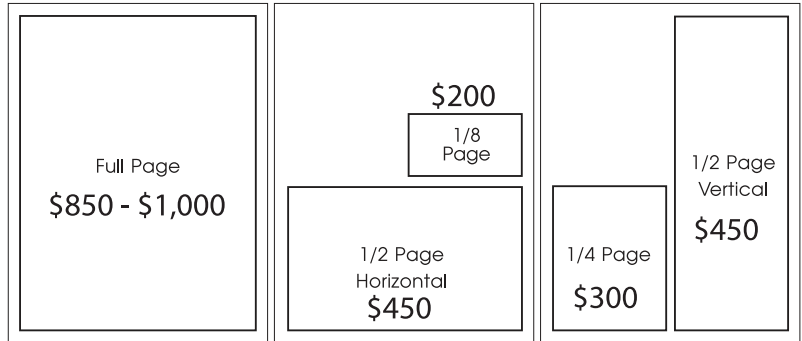
- Inside Back Cover: \$1,250**

- Back Cover: \$1,250**

- Half Page: \$450**
 Horizontal: 7.1875" wide X 4.75" tall
 Vertical: 3.75" wide X 9.75" tall

- Quarter Page : \$300**
 3.75" wide X 4.75" tall

- Business Card: \$200**
 3.5" wide X 2.25" tall



The AIDS Assistance Program (AAP) reserves the right to refuse to print an advertisement. In the event of any error, advertiser agrees to the maximum liability to the AAP shall not exceed the cost of the advertisement. The cost of the advertisement may be considered a donation and is tax deductible to the extent of the law.

Ad development/design services are not included, but are available via O'Bayley Communications at a discounted fee.
 NOTE: Advertising space will not be held unless this form is submitted prior to March 31.

SIGNATURE: _____

Date: _____

AD SUBMISSION SPECIFICATIONS:

Ad design is not included in the ad placement price. Advertisers are responsible for submitting acceptable artwork to **O'Bayley Communications** as specified below. (Graphic design services are available by separate arrangement.)

Tribute ads: A standard format is available. Ad copy can be emailed, faxed, or mailed as indicated below.

Business Card ads: A business card may be submitted if it may be used as 'Camera Ready' art.

PREFERRED SUBMISSION: High-resolution JPEG, TIFF, EPS or PDF

(If EPS or PDF, type must be converted to paths.) via email or on CD.

NO .gif, MS Word, Publisher, or low-resolution files will be accepted. Resolution for graphics files is 300 dpi. Color is CMYK.

SUBMIT THIS FORM AND AD TO:

AIDS Assistance Program
 1276 N. Palm Canyon Drive, Suite 108
 Palm Springs, CA 92262

Ads may be e-mailed to: tim@obayley.net

DEDUCT 10% if you reserve and pay by January 4.

Space reservations due by MARCH 31

Artwork must be in by APRIL 2

QUESTIONS?

Tim O'Bayley
 O'Bayley Communications
 760/778-3525 or tim@obayley.net