



Do you run a business? Would you like West U families to know about it? Promote your business to over 700 families by advertising in our School Directory. Families keep and use their directories throughout the year (and often longer), which means lots of mileage for your advertising dollar! Advertising for as low as \$250!

Advertising space in the 2016-2017 West U Elementary School directory is on sale now! Sizes and rates are as follows:

- Full Page Black and White: \$500
- Full Page Tab: \$550
- Full Page Color: \$600
- Back Cover & Inside Front/Back Cover: \$750
- Half Page Black and White: \$250

Ad space is sold on a first come, first served basis, and will only be guaranteed with full payment. Checks should be made payable to West U Elementary PTO.

Deadline for ad submission is: September 2, 2016

Advertising specifications and sales form attached.

Thank you for your support,

West U Elementary PTO



DIRECTORY ADVERTISING CONTRACT

Name: _____

Title (if applicable): _____

Company Name (if applicable): _____

Address: _____

City: _____ State: _____ Zip: _____

Best Phone Number: _____ Fax Number: _____

Email Address: _____

Authorized Signature _____ Date _____

AD SIZE REQUESTED:

- | | | |
|---|--|--|
| <input type="checkbox"/> \$750 - Inside Cover (1 available) | <input type="checkbox"/> \$600 - Full Page Color | <input type="checkbox"/> \$250 - Half Page B&W |
| <input type="checkbox"/> \$750 - Back Cover (1 available) | <input type="checkbox"/> \$550 - Full Page Tab | <input type="checkbox"/> I AM A WEST U PARENT |
| <input type="checkbox"/> \$750 - Inside Back Cover (1 available) | <input type="checkbox"/> \$500 - Full Page B&W | |

Camera ready art due to Julie.Cutrer@gmail.com by September 2, 2016

PAYMENT INFORMATION

Please make checks payable to: *West U Elementary PTO*. **Payment due in full.**

COMPLETE AND RETURN FORM TO:

Julie Cutrer
julie.cutrer@gmail.com

SUBMIT PAYMENT TO:

West U Directory Sales
West U Elementary
3756 University Blvd.
Houston, Texas 77005



WEST UNIVERSITY ELEMENTARY SCHOOL

2016 - 2017 DIRECTORY ADVERTISING SPECIFICATIONS

PDF FORMAT ONLY

Size Specifications:

Full Page (shown here as entire box)
4.5" wide x 7.5" tall includes borders

Full Page Color \$600
Full Tab Page \$550
Full Page B&W \$500

Half Page (only the part above or below the line)
4.5" wide x 3.75" tall includes borders

Half Page B&W \$250

Important Information:

- *Preferred format for ads is Adobe PDF file
- *Artwork not sized to boxes will be cropped, enlarged or reduced to fit
- *Borders need to be included in artwork
- *Camera ready artwork may be created for a fee by Copy Dr.
- *Ads should be e-mailed in Adobe PDF to
Julie.Cutrer@gmail.com
with WUES Student Directory Ad noted
in the subject line of the email