

Yes, I'd like to advertise in the May 17, 2012 Newport Harbor High School Home & Garden Tour Guidebook. Here is my order. I've checked the size of the FULL-COLOR ad I want below:

- _____ **\$3,000 Gold Sponsor** includes premium full page ad & Gold Sponsor listing in Guidebook, 8 home tour tickets, recognition at Pre-Tour Sponsor Celebration, logo on publicity materials for the tour including all invitations, 1,400 tickets, 1,400 maps, 6 newspaper ads, all counter cards and posters, 2 banners, recognition in all featured homes and on 3 websites (see below).*
- _____ **\$2,000 Silver Sponsor** includes full page premium ad & Silver Sponsor listing in Guidebook, 7 home tour tickets, recognition at Pre-Tour Sponsor Celebration, recognition in all featured homes and on 3 websites (see below).*
- _____ **\$1,000 Bronze Sponsor** includes premium full page ad & Bronze Sponsor listing in Guidebook, 6 home tour tickets, recognition at Pre-Tour Sponsor Celebration, recognition in all featured homes and on 3 websites (see below).*
- _____ **Premium Full Page \$850** - prominent ad placement - 8.75" x 8.75" - includes 2 tickets to Home Tour
- _____ **Full Page Regular \$600** - 8.75" x 8.75" - includes 1 ticket to Home Tour
- _____ **Half Page Vertical \$400** - 3.7708"w x 7.625"h
- _____ **Half Page Horizontal \$400** - 7.75"w x 3.7084"h
- _____ **Quarter Page \$250** - 3.7708"w x 3.7084"h
- _____ **I would also like to include my ad in Coast Magazine's home section in the month of May.** (Checks for this portion should be made out to Coast Magazine and mailed to the address at the bottom of page 2 along with a copy of this form.)
 - ___ Full page: \$1,890 - Trim: 9" x 10.875", Bleed: 9.25" x 11.125"
 - ___ Half page: \$950 - vertical: 3.75" x 9.438" horizontal: 7.689" x 4.625"
 - ___ Quarter page: \$490 - 3.75" x 4.625"

All advertisers will be listed online at **Shop with NHHS Business Partners on:**
NewportHarborHomeTour.com | NewportHarborEducationalFoundation.org
SupportNHHS.com | NewportHarborHigh.com

Business Name _____

Contact Name _____

Business Address: Street _____

City _____ State _____ Zip _____

Phone: _____ E-mail _____ Website _____

Enclosed is my check for \$ _____ Payable to: **Newport Harbor Educational Foundation**

Bill my credit card \$ _____

Credit Card # _____ Exp. Date _____

Billing address of card: Street _____

City _____ State _____ Zip _____

PLEASE ...

Send your ad no later than Friday, April 11, 2012 (April 6th if we are to create)
Read carefully the attached Instructions for Submission of Ads

Please send completed form with your check payable to:

Newport Harbor Educational Foundation · 404 Westminster Avenue, Suite 4, Newport Beach, CA 92663 · Fax: 949-646-1554
 Tickets will be mailed two weeks prior to the May 17th Home Tour

**Finished ad submission deadline is April 11th, 2012.
Materials due for ad design: April 6th.**

The program will be a square format (trim size: 8.75" x 8.75"). The program will print full color.

- Full page ads: 8.75" x 8.75" • Full page ads with bleed: 9" x 9"
- Half Page Vertical ad: 3.7708"w x 7.625"h • Half Page Horizontal ad: 7.75"w x 3.7084"h
- Quarter Page ad: 3.7708"w x 3.7084"h • Please see next page for illustration of ad sizes.

When submitting files for the program, please follow the following guidelines:

File Formats:

- PDF files - High resolution (minimum 300 dpi), print ready pdf files are preferred. Make sure all fonts are embedded and all colors are CMYK mode.
- Native file formats (Macintosh only): Adobe InDesign (CS3 or earlier); Quark XPress (version 7.0 or earlier) and Adobe Photoshop. If providing native files please remember to include all images and fonts. For best results, fonts should be outlined or flattened (if using Photoshop).
- Submission can be by disk (address below), by uploading to our ftp site (instructions below), by uploading to your ftp site (please send instructions to contact named below), or by commercial ftp service such as USendIt.

FTP Upload Instructions:

- FTP address: ftp1.freedom.com; username: print1; password: test4print – Place your file in HomeTour folder. NOTE: File name must NOT have spaces or special characters! If uploading your native files, please put them all in one folder (same naming protocol as above), zip or stuff that folder, and place in HomeTour folder. You cannot drag an unstuffed or unzipped folder into the HomeTour folder. Please email Lee@Coastmagazine.com with the file name once you've successfully uploaded.

Print specs:

- All images must be a minimum resolution of 300 dpi at 100% print size. Total ink density should not exceed 280%.

Ad Design and Layout: Please note the following charges for creating your ad artwork.

- \$250 per ad, regardless of size. This includes 2 revisions. Further revisions, and extensive photo manipulation: \$65 per hour
- Stock images: \$50 each • Custom photography: \$75 per hour (2 hour minimum on location)
- We can scan in your original photographs or transparencies. (Please no photocopies or ink-jet prints.) They will be returned to you in the same quality in which they were received. We will design your ad to your specifications.

Any questions, concerns or instructions, please contact Lee Offenbauer
Direct line: 714-796-7982 • e-mail: Lee@Coastmagazine.com.
Mailing address: Coast Magazine, c/o The Orange County Register, 625 North Grand Avenue
Santa Ana, CA 92701, attn: Lee Offenbauer, 2nd Floor