



ZOO BALL 2012
PRESENTED BY
GUGGENHEIM

Commemorative Program Book Advertising Contract

Black & White

- ___ Full Page Ad (black & white) - \$1,000
- ___ Half Page Ad (black & white) - \$500
- ___ Quarter Page Ad (black & white) - \$250

Color

- ___ Full Page Ad (full color) - \$1,500
- ___ Half Page Ad (full color) - \$1,000
- ___ Quarter Page Ad (full color) - \$500

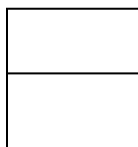
Special Placement Ad: Inside back cover available for \$2,500. For details, please contact Kelly Cook.

Available Page Sizes: (Please circle only one)



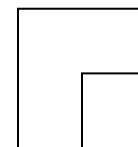
Full Page

9.25" Height x 7.25" Width



Half Page

4.625" Height x 7.25" Width



Quarter Page

4.625" Height x 3.625" Width

Company Name: _____

Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Please charge my credit card

Credit Card Number: _____ Exp. Date: _____

Authorized Signature: _____ Date: _____

A check payable to Lincoln Park Zoo is enclosed

Contract, Payment and Art Submission Deadline: May 1, 2012

IMPORTANT: ONLY digital files will be accepted. No reflective or camera-ready art accepted. High resolution JPEG or PDF files of 300 dpi or better are acceptable. Please include all the link images and fonts. Files built in Word or Excel are not acceptable. **Files must also be accompanied by a print-out of the file.** Files can be delivered on CD-ROM, or via email. **Send file to Kelly Cook, at street address or email address below. On bleed ads, extend bleed 1/8" past trim area (trim is 7.5" w X 9.5" l).** Any alterations to file will be an additional charge. Ad placement fee does not include proof production. If files are not submitted by May 1, 2012, Lincoln Park Zoo reserves the right to insert the advertiser's name and address on the ad page.

- *Lincoln Park Zoo is very sensitive to the anthropomorphizing of animals in any printed material it distributes. We ask that you, too, are sensitive to this issue.*
- *Lincoln Park Zoo adheres to the style specification of not placing "the" in front of the institution name.*

For technical questions regarding your advertisement or the program book, i.e. bleed, trim, etc. please contact Kelly Cook at 312-742-2182 or kcook@lpzoo.org.

**PLEASE FORWARD ALL ADVERTISING MATERIALS TO THE ADDRESS BELOW
BY MAY 1, 2012**

Kelly Cook * Donor Relations Assistant * Lincoln Park Zoo * 2001 North Clark Street * Chicago, IL 60614
☎ 312-742-2182 ☎ 312-742-2317 ✉ kcook@lpzoo.org

Thank you for your support!
Cindy Curtis and Katie Gledhill, Program Book Co-Chairs