



# Annual Ad Book Pricing & Guidelines

To ensure maximum quality and avoid printing problems, please follow these guidelines for creating your ads. Design your ad using one of the sizes.

- High resolution JPEG, or PNG are preferred, although PDF files are also acceptable.

Ad sizes are shown on the following pages. Please follow dimensions under page graphic for correct size.

For ads that need to be created/edited, there will be a design fee of \$35-\$50 added on depending on what revisions and the size of ad. You will be notified before our graphic designer proceeds.

Email directly to the RIC office at [ricracine1993@gmail.com](mailto:ricracine1993@gmail.com).

# Annual Ad Book Recording Sheet

2302A DeKoven Avenue Racine, WI 53403  
262-635-9532

## **Size and Price of Ad**

Full Page Color \$1000	<input type="checkbox"/>	Full Page B&W \$800	<input type="checkbox"/>
Half Page Color \$500	<input type="checkbox"/>	Half Page B&W \$400	<input type="checkbox"/>
Quarter Page Color \$250	<input type="checkbox"/>	Quarter Page B&W \$200	<input type="checkbox"/>
Eighth Page Color \$125	<input type="checkbox"/>	Eighth Page B&W \$100	<input type="checkbox"/>

## **Method of Payment**

Check/cash given to Ad Seller (Payable to RIC)	<input type="checkbox"/>
Mailing check to RIC office	<input type="checkbox"/>

## **Ad Delivery**

Same as last year (check to see if acceptable)	<input type="checkbox"/>
Sending file in acceptable format to RIC Office (see above)	<input type="checkbox"/>

## **Design Fee**

Amount: \_\_\_\_\_

N/A ☐

## **Ad Approved**

Yes ☐

No ☐

## **Ad Buyer Contact Details**

\_\_\_\_\_  
Name/ Ad Name Phone

\_\_\_\_\_  
Address Email

\$1000

full page color

7.5 in x 10 in

\$800

full page b&w

width x height

7.5 in x 10 in

\$500

half page  
color

width x height  
7.5 in x 5 in

\$400

half page  
b&w

width x height  
7.5 in x 5 in

\$250

quarter page color  
width x height  
3.75 in x 5 in

\$125

one eighth page color  
width x height  
3.75 in x 2.5 in

\$200

quarter page b&w  
width x height  
3.75 in x 5 in

\$100

one eighth page b&w  
width x height  
3.75 in x 2.5 in

# Internal Ad Tracking Sheet

2302A DeKoven Avenue Racine, WI 53403  
262-635-9532

## **Ad Sold By**

Name	Date
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## **Ad Approved By**

Staff Name	Date
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## **Ad Buyer Contact Details**

Name/ Ad Name	Phone
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Address	City/State/Zip
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## **Ad Recieved**

Yes ☐

No ☐

## **Ad Approved**

Yes ☐

No ☐