



**2018 PROGRAM BOOK AD:  
YOUR OPPORTUNITY TO  
BE IN THE SPOTLIGHT!**

The Night of Wonder (NOW) Program Book will be distributed to all event guests, sponsors, and major donors.

➤ **Advertising Rates (based on 8 1/2 x 11" size book, black & white)**

☆ **EARLY BIRD SPECIAL! 5% discount if pd. by 12/31/17** ☆

- Full-page (8 1/2 x 11) ~~\$1,000~~ 950 or  **color** for ~~\$1,500~~ 1,425!
- Half-page (8 1/2 x 5 1/2) ~~\$ 750~~ 712.50 or  **color** for ~~\$1,000~~ 950!
- Quarter-page (4 1/4" x 5 1/2") ~~\$ 500~~ 475
- Eighth of a page (3 3/4" x 2 1/2") ~~\$ 250~~ 237.50
- Business Card ~~\$ 100~~ 95

- Files should be CMYK, 300 dpi
- jpg, tif, pdf and eps (Illustrator 10 - please save all fonts to outlines) files are acceptable
- Full page ad with "bleed": 8 3/4" x 11 1/4"
- Hard copy can be scanned if absolutely necessary

**Questions? Please call (978) 535-2594 or email [PRFNOW@gmail.com](mailto:PRFNOW@gmail.com)**  
***THANK YOU for your support. Together, we WILL find the cure!***

