

2012



Business Advertising Application 2012

The FRESCO Directory has successfully been connecting Sheldon College families and the Business Community since 2000. The A5 high-gloss, colour format is professionally bound, and published annually for distribution to College Staff, Families and Business advertisers.
APPLICATIONS CLOSE - NOVEMBER 23 2011

Before completing this form please read the artwork requirement information carefully.

A. Advertiser's Details

IMPORTANT please complete all sections

Please print clearly in BLOCK LETTERS

Business Name _____

Proprietor _____

Authorising Signature _____

Contact Person/Assistant _____

Tel. _____ Mobile _____ Fax _____

Email _____ Date _____

Address _____ Postcode _____

Please nominate the categories under which your business would normally be listed.

1. _____

2. _____

* Businesses will be listed with contact details, in our Speedy Search

B. Package Details

A separate form is to be used for each advertisement

FRESCO Directory plus Website Business Directory listing Prices include GST
 12 months hardcopy plus 12 months website

Mono		Colour	
Half Page	\$275 <input type="checkbox"/>	Half Page	\$375 <input type="checkbox"/>
Full Page	\$325 <input type="checkbox"/>	Full Page	\$495 <input type="checkbox"/>

Sizing: Half Page: 130mm W x 90mm H Full Page: 130mm W x 190mm H

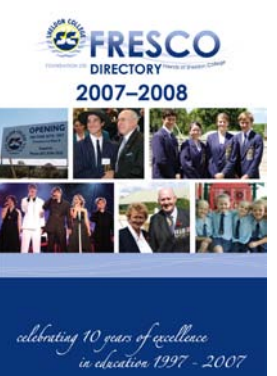
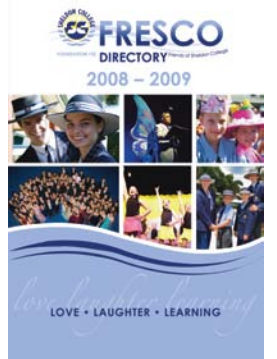
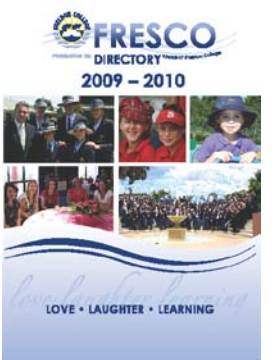
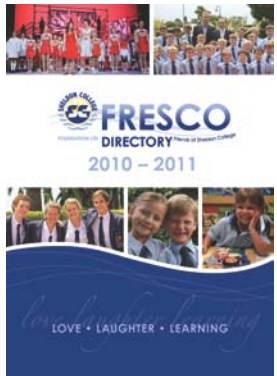
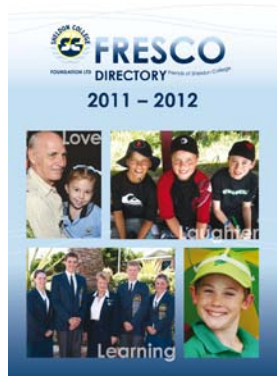
Previous advertisers - please tick this box to receive your 5% discount

Exclusive offer - please tick this box to indicate exclusive College offer

Businesses that feature exclusive Sheldon College offers in their advertisement are highlighted on the College website and benefit from a one-off listing in the College Newsletter.

Please turn over

Applications close
 23 November 2011



C. Artwork

Artwork Requirements

WHERE GRAPHIC ARTWORK OR EDITING IS REQUIRED, A SMALL COST WILL BE INCURRED TO COVER GRAPHIC DESIGN FEES: *Please select your requirements and sign below in the declaration section, authorising charges for creation of new advertisements and changes to existing ones.*



- Option 1: EXISTING ADVERTISERS – reuse last year's advert**
All edits including minor text, photographic changes as well as major changes will incur a small charge from \$25 up to \$60 inc GST. Advertisements which were made by other agencies need to supply original design files rather than the finished PDF if edits are required.
- Option 2: NEW ADVERTISEMENTS – completed artwork ready to publish**
Client supplies finished print ready artwork. High Resolution PDF (minimum 300 dpi) or an Adobe or Illustrator or Indesign file at the size required, (either exact half page or full page) – ensuring file has fonts embedded.
- Option 3: NEW ADVERTISEMENTS – artwork to be created by our Graphic Designers**
Client supplies logo/text/high resolution photographs for advertisement to be professionally created by the Graphic Designer \$60 inc GST, which includes up to three edits.

NB Prices will be charged at the discretion of the Graphic Designer due to the amount/ type of changes required. Editing a PDF is a last resort as it is not intended as an editable file. Completed advertisements supplied in a file format other than PDF, illustrator or Indesign (e.g. Microsoft Word) will be converted to PDF. If the file cannot be converted to PDF, it will need to be constructed using the appropriate software, and as such will be classified as a new advertisement and incur a \$60 fee. **Important:** All images (logos/photos/clip art) must be 300dpi and of a reasonable physical size to allow inclusion. Images must be supplied in .jpg, .PDF, .gif, .or Ai formats.

If you have any questions regarding your advertisement in this Directory, please contact:

Ally Koller

FRESCO Directory 2012

Marketing Centre
Sheldon College
PO Box 1188
CAPALABA DC QLD 4157

Ph: 07 3206 5516
Fax: 07 3206 5588
email: a.koller@sheldoncollege.com

Applications close
23 November 2011

D. Declaration

Advertiser's Authorisation

I/we (print name/s) _____

- Wish to apply to advertise our business/service in the 2012 FRESCO Directory.
- Acknowledge by signing this form I/we agree to make payment in full for advertising in the FRESCO Directory 2012.
- Have read the Information on the Sheldon College FRESCO Advertiser's Application and understand any Artwork created by the Directory designers, in draft form or final version, all edits, whether design change, photographic change or text change, must be paid for.
- Acknowledge that entry into FRESCO is conditional on the advertisement meeting the standards set by the FRESCO Committee and the College.
- Understand that the information contained in the Directory is not to be reproduced or transmitted by any means, electronic or mechanical, for any purpose, without prior consent of the FRESCO Committee. **Under no circumstances may the listings in the Directory be used for the purposes of telemarketing or any other marketing use.**

Signature of Applicant/s _____ Date _____

Friends of Sheldon College

FRESCO

FOUNDATION LTD

