

FRESCO BUSINESS DIRECTORY 2018

SHELDON COLLEGE

ADVERTISEMENT BOOKING FORM



Contact Details *Business name will also appear in the Speedy Search section.*

Business Name: _____

Business Owner: _____ Contact Person: _____

Search Category Speedy Search: 1. _____ 2. _____

Special Offer: _____

Relationship: Current Parent Past Parent Alumni Friend/Supporter Supplier Local Business

Business Address: _____

Business Phone: _____ Fax: _____ Mobile: _____

Email: _____ Website: _____

Features

- Loyalty discount for previous FRESCO advertisers
- Advertisers with a special offer in their advertisement receive a one-off mention in our monthly College Newsletter and will be featured under 'Special Offers' on the College Website
- Inside Front and Back cover Platinum advertisers receive free additional full-page print advertisement

FRESCO DIRECTORY ENQUIRIES
a.koller@sheldoncollege.com
 3206 5516

ARTWORK ENQUIRIES
fresco@sheldoncollege.com
 3206 5579

PAYMENT ENQUIRIES
 Sheldon College
 Finance Department
 3206 5554

BOOKING/ARTWORK DEADLINE:
16 February 2018

Advertising Packages Please	Print Advert Size (mm)	NEW Advertiser Rates Incl GST (Circle)	PREVIOUS Advertiser Rates Incl GST (Circle)	I have print ready Art-work ✓	I require Graphic Design Service ✓
PLATINUM PLUS					
Inside Front Cover print advert + FREE online listing with Logo + FREE online Banner advert + FREE additional full page print advertisement SOLD	210H x 143W	\$2575	\$2446.25		
Inside Back Cover print advert + FREE online listing with Logo + FREE online Banner advert + FREE additional full page print advertisement SOLD	210H x 143W	\$1575	\$1496.25		
PLATINUM					
Double Page print advert + FREE online listing with logo + FREE online Banner advert	190H x130W x 2 side by side	\$975	\$926.25		
GOLD (Right hand Page)					
Full Page print advert: Colour + FREE online listing with logo	190H x130W	\$495	\$470.25		
GOLD (Either Right or Left hand Pages)					
½ Page print advert: Colour + FREE online listing with logo	90H x130W	\$395	\$375.25		
BRONZE - CLASSIFIED LISTING (Left hand pages only)					
Full Page print advert: Mono + FREE classified listing	190H x130W	\$295	\$280.25		
¼ Page print advert: Colour (vertical) + FREE classified listing	90H x 60W	\$200	\$190		

Advertisers' Authorisation

I /We (print name/s) _____

- Wish to apply to advertise our business/service in the 2018 FRESCO Directory and understand payment is required in advance to secure this advertising space, payable to Sheldon College Foundation.
- It is acknowledged by signing this form, I/we agree to make payment in full for advertising in the FRESCO Directory 2018. (Note: Changes to online advertisements may incur a service fee).
- Have read the Information on the Sheldon College FRESCO Advertiser's Application and understand any Artwork created by or edited by Sheldon College must be **paid for in advance** and payment directed to the Finance Department.
- Acknowledge that entry into FRESCO is conditional on the advertisement meeting the standards set by Sheldon College. Sheldon College reserves the right to make any changes necessary to advertising packages as required.
- Understand that the information contained in the Directory may not be reproduced or transmitted by any means, electronic or mechanical, for any purpose, in part or whole, without prior consent of the FRESCO Committee. **Under no circumstances may the family contact listings in the Directory be used for marketing purposes, in any format or purpose, or any other use than intended; as a contact and Business Directory for Sheldon College families.**

Signature of Applicant/s _____

Position in Company _____

**** PLEASE RETURN THIS COMPLETED FORM TOGETHER WITH PAYMENT SLIP, TO:**

Mail: Finance Department, Sheldon College, PO Box 1188, CAPALABA QLD 4157

Fax: 07 3206 5588 (both sides)

In Person: Finance Department, Sheldon College

Email: finance@sheldoncollege.com (both sides)

Sheldon College 2018 FRESCO Directory Advertising Payment Options:

IN PERSON – Finance Department, Sheldon College, to pay by debit/credit card or cash

CHEQUE – I have enclosed my Cheque payable to Sheldon College Foundation

CREDIT CARD – Please debit my MasterCard Visa Card AMEX Card* for the Amount of \$ _____

Being For – Platinum Plus Platinum Gold Bronze PLUS Full Artwork Design or Edits

CARD NUMBER:

Expiry Date ____ / ____

Cardholder Name _____

Signature _____

PAYMENT ENQUIRIES: please contact the Sheldon College Finance Department on **3206 5554** *2% surcharge on AMEX cards

EXISTING ADVERTISERS – reuse last year's advert – no artwork charge. (However if needed, all edits including major/minor text, and image changes will incur a small charge from **\$25 up to \$65** incl. GST. Advertisements made by other agencies need to be supplied in the original design files rather than finished PDF).

PRINT-READY ARTWORK – no artwork charge. Client to supply completed print-ready artwork; high resolution PDF, ensuring file has fonts embedded (images at 300dpi and CMYK, all PMS colours converted to CMYK) OR a Preflight and Packaged Adobe Illustrator or Indesign file, including document fonts (or convert to curves), images at 300dpi and CMYK. Advertisement size must be designed as per booking specifications on page 1.

I NEED ARTWORK CREATED – artwork to be created by Sheldon College. Client supplies logo/text/high resolution images. Logos should be supplied as vector files (.ai, .eps or .pdf) in CMYK. **\$65** incl. GST, includes up to three edits.

ARTWORK: Where artwork creation or editing of artwork is required, a fee will be payable in advance, should you choose to use this service. Please contact Artwork enquiries for further information.

ARTWORK ENQUIRIES:
fresco@sheldoncollege.com

3206 5579