



# BAY SPLASH 2011

## Auction Catalogue Advertising

**Deadline: March 25th**

6<sup>TH</sup> ANNUAL BAY SPLASH BENEFIT FOR THE BAY SCHOOL OF SAN FRANCISCO  
SUPPORTING ACADEMIC ENRICHMENT & FINANCIAL ASSISTANCE

**EVENT: SATURDAY, APRIL 30, 2011 6PM – 11PM**  
*Viva Italia! Event, Live & Silent Auction at The Bay School*

Date: \_\_\_\_\_ **Solicitor's Name:** \_\_\_\_\_

### Advertiser Information:

Name of Contact \_\_\_\_\_

Name of Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### Publication Rates: (check your choice)

The Bay Splash 2011 Live and Silent Auction Catalog will be distributed to the Bay School community, which includes approximately 2500 Bay School parents, grandparents, alumni and friends, faculty and school trustees.

Full Page	<input type="checkbox"/> color - \$2500	<input type="checkbox"/> bw - \$1500
1/2 Page	<input type="checkbox"/> color - \$1500	<input type="checkbox"/> bw - \$1000
1/3 Page	<input type="checkbox"/> color - \$500	<input type="checkbox"/> bw - \$300
Business Card	<input type="checkbox"/> color - \$300	<input type="checkbox"/> bw - \$200

**Deadline for submission: Friday, March 25, 2011**  
**Please email digital files to [jenglert@bayschoolsf.org](mailto:jenglert@bayschoolsf.org): See Advertising Template**

*Send payment with this form to:*



THE BAY SCHOOL OF SAN FRANCISCO 35 Keyes Avenue, San Francisco, CA 94129-1736  
Janette Englert [jenglert@bayschoolsf.org](mailto:jenglert@bayschoolsf.org) 415.561-5800 x114 [www.bayschoolsf.org](http://www.bayschoolsf.org)



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## Auction Catalogue

### Advertising Specifications

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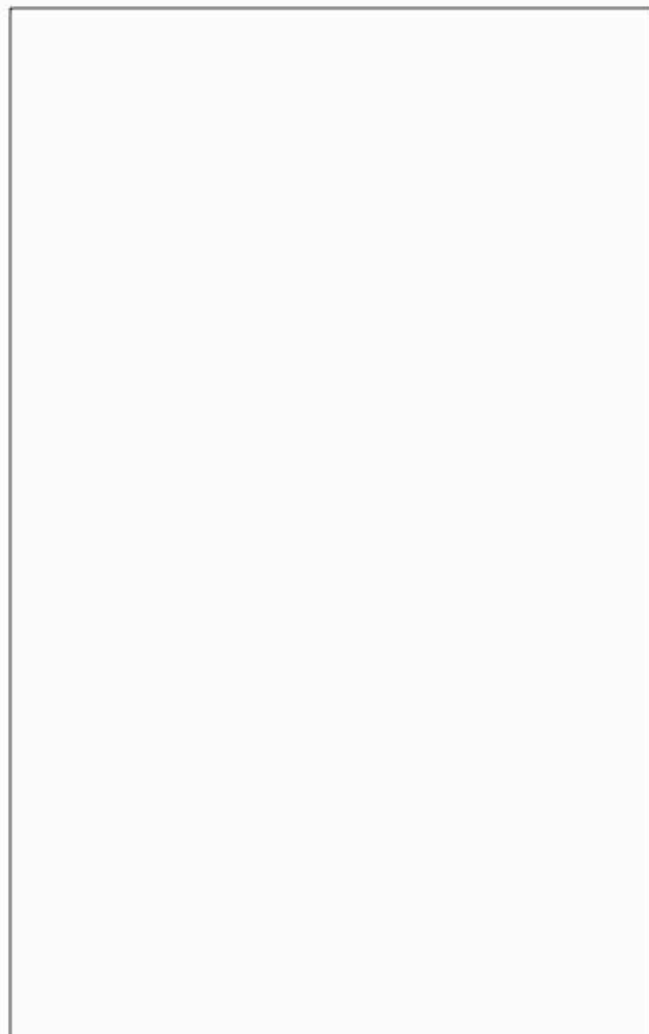
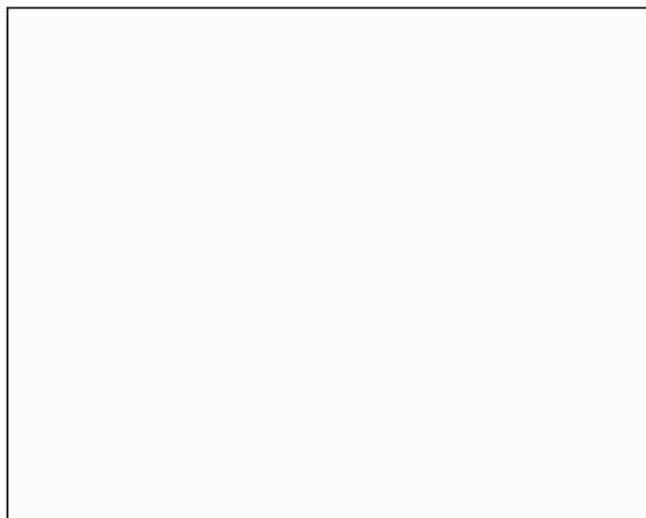
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**Note: Template is not to size, see dimensions of "live area" below.**

**Specifications:** 4 color (CMYK) or black and white digital artwork, 300 dpi; live area dimensions shown are noted here for full page, 1/2 page and 1/3 page. Business card ad: size: 2" x 3.5" (approx). All ads will have a white .325 margin, beyond the live area. Approved Formats: .JPG, .PSD, .TIFF or .PNG.

Full Page - 5" width x 8" height  
Half Page - 5" width x 4" height  
1/3 Page - 5" width x 2 5/8" height



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