



A SOPHISTICATED ADVENTURE

Advertising Schedule of Rates

Specialty and Color

TYPE & POSITION	SIZE	DONATION
<input type="checkbox"/> Page facing Inside Front or Back Cover	8" x 11"	\$ 2,000
<input type="checkbox"/> Centerfold Page (2 available)	7" x 10"	\$ 1,500
<input type="checkbox"/> Full Page	7" x 10"	\$ 1,000
<input type="checkbox"/> One-half Page	7" x 4"	\$ 600

Black & White

TYPE & POSITION	SIZE	DONATION
<input type="checkbox"/> Full Page	7" x 10"	\$ 600
<input type="checkbox"/> One-half page	7" x 4"	\$ 350
<input type="checkbox"/> Quarter page	3" x 4"	\$ 250

CONTRACT DEADLINE 4/21/08 • COPY & ARTWORK DEADLINE 5/9/08

10% discount for contracts received prior to April 1, 2008

Payment of \$ _____ Enclosed To follow by 4/21/08

Copy & artwork Enclosed To be submitted by 5/9/08

I/We hereby contract for advertising in the 2008 RITZ program as indicated above (plus cost + 10% for non-camera ready black and white artwork or appropriate costs for color separation, if applicable).

Name/Company _____

Address _____

City, State, & Zip _____

Authorized Signature _____ Phone _____

Printed Name _____ Date _____ Email _____

- Make checks payable to **R•I•T•Z 2008** or
 Please bill my: AMEX VISA MasterCard Discover

Card # _____ Exp. Date _____

This contract constitutes the invoice no follow-up billing will be mailed unless requested.

Ad Requirements

All ad prices are for camera-ready art and copy. Color artwork and screen tints need to be separated and provided either on a computer disk or sent electronically as a PDF, JPEG, or TIFF file. Computer disks using QuarkXPress software in MacIntosh format are preferred for files saved as JPEG or TIFF; all fonts used in copy and artwork must be included. Advertisers with art changes or artwork that is not camera-ready will be billed at cost plus 10% in addition to the advertising rate. This also includes printing out supplied disks and color artwork not pre-separated. Position requests will be noted and given priority in order of receipt, however cannot be guaranteed.

Advertisements received which do not promote products, services, facilities or do not prompt sales or action are considered to have no commercial or market value and are regarded as a donor page, i.e., "John & Jane Doe Salute RITZ 2008". All commercial advertisements will be considered a purchase of space and will not be accepted as a donation. If you need further information, please call Joanne Leidenberger at the San Diego Zoo (619) 685-3217.

For more information, please contact the Advertising Committee Chair:

Patti Hurst Phone (858) 859-4191 / Cell (858) 444-7778
 Email: patti_hurst@yahoo.com

Mailing Information

Forward signed original contract, ad copy, artwork and payment to:

Joanne Leidenberger
 San Diego Zoo
 P. O. Box 120551
 San Diego, CA 92112-0551
 FAX: (619) 231-3954
 Phone: (619) 685-3217

If sending artwork electronically, send to:
 klapinsky@sandiegozoo.org.