

# INSERTION WORK ORDER

ACCT #: Swan Lake IO # SwanLake\_4X6\_09A1

DATE: 8/22/19 SALESMAN: AG  **COLOR**  **B&W**  **CAMERA READY**  **PUBSET** SIZE: 4 x 6 = 24

**Banner: 4 x 2 (8 in)**  **1/12 pg: 2 x 2 or 1 x 4 (4 in)**  **1/8 pg: 2 x 3 or 1 x 6 (6 in)**  **1/6 pg: 2 x 4 or 1 x 8 (8 in)**  **1/4 pg: 2 x 6 or 1 x 12 (12 in)**  **1/2 pg: 4 x 6 or 2 x 12 (24 in)**  **Full Page: 4 x 12 (48 in)**

## INSERTS IN:

**PAID POSITION:** Page # or Section \_\_\_\_\_

### PUBLICATION:

<input type="checkbox"/> SYVStar A	<input type="checkbox"/> SYVStar B	<input type="checkbox"/> SB Family & Life
<input type="checkbox"/> JAN <input type="checkbox"/> FEB	<input type="checkbox"/> JAN <input type="checkbox"/> FEB	<input type="checkbox"/> JAN <input type="checkbox"/> FEB
<input type="checkbox"/> MAR <input type="checkbox"/> APR	<input type="checkbox"/> MAR <input type="checkbox"/> APR	<input type="checkbox"/> MAR <input type="checkbox"/> APR
<input type="checkbox"/> MAY <input type="checkbox"/> JUN	<input type="checkbox"/> MAY <input type="checkbox"/> JUN	<input type="checkbox"/> MAY <input type="checkbox"/> JUN
<input type="checkbox"/> JUL <input type="checkbox"/> AUG	<input type="checkbox"/> JUL <input type="checkbox"/> AUG	<input type="checkbox"/> JUL <input type="checkbox"/> AUG
<input checked="" type="checkbox"/> SEP <input type="checkbox"/> OCT	<input type="checkbox"/> SEP <input type="checkbox"/> OCT	<input type="checkbox"/> SEP <input type="checkbox"/> OCT
<input type="checkbox"/> NOV <input type="checkbox"/> DEC	<input type="checkbox"/> NOV <input type="checkbox"/> DEC	<input type="checkbox"/> NOV <input type="checkbox"/> DEC

For items in this box, please specify publication & month above

**Stickey** Specify week below  **Insert** \_\_\_\_\_  **Other** \_\_\_\_\_

### ONLINE SIZES:

Start date: \_\_\_\_\_

### RUNS WEEK(S):

**Banner**  **Animated**  **Wk 1**  **Wk 2**  
 **Sm Box**  **Big Box**  **Wk 3**  **Wk 4**

## ART & PRODUCTION

ARTIST \_\_\_\_\_

### PUBSET ADS

STYLE:  Traditional  Modern  Old Fashioned  Casual  Fun  Western  Other

FONTS:  Serif  San Serif  Script  Casual  Western  Handwritten  \_\_\_\_\_

ARTWORK:  Provided \_\_\_\_\_  
 Use existing ad frame /Pickup ad from \_\_\_\_\_ and make date changes  
 Find/Special Order \_\_\_\_\_  
Artwork: Portrait + logo (our color scheme is a light green and white: see logo)

PROOF TO:  Ad Sales/Proof Folder  email \_\_\_\_\_  
If nothing is checked, ads will automatically be put in to ADS TO BE PROOFED. Ad Sales is responsible for obtaining all okays.

FILE NAME: \_\_\_\_\_  
 BACKED UP:  YES  NO  
 DRIVE: \_\_\_\_\_

### CAMERA READY ADS

AGENCY \_\_\_\_\_

CONTACT \_\_\_\_\_ PHONE # \_\_\_\_\_

TYPE:  JPG  ACROBAT PDF  PHOTOSHOP PDF  TIFF  EPS  Other \_\_\_\_\_

CHECKED FOR OUTPUT:  YES  NO  BY: \_\_\_\_\_  
 CMYK  ERRORS \_\_\_\_\_

PROOF TO:  Ad Sales/Proof Folder  email \_\_\_\_\_  
If nothing is checked, ads will automatically be put in to ADS TO BE PROOFED. Ad Sales is responsible for obtaining all okays.

FILE NAME: \_\_\_\_\_  
 BACKED UP:  YES  NO  
 DRIVE: \_\_\_\_\_

NOTES: \_\_\_\_\_

## CONTACT INFO

PLEASE PROVIDE ADDRESS AND PHONE NUMBER THAT IS TO APPEAR ON ADVERTISEMENT.

COMPANY SLO Performing Arts Center  
 CONTACT Gulya Hartwick  
 ADDRESS \_\_\_\_\_  
 CITY/STATE/ZIP \_\_\_\_\_  
 PHONE # \_\_\_\_\_  
 EMAIL hartwick.g@gmail.com  
 WEBSITE \_\_\_\_\_  
 NOTES \_\_\_\_\_

**COLUMN WIDTHS:** One Column = 2.5 inches Two Columns = 4.875 inches Three Columns = 7.58 inches Four Columns = 10.175 inches Full Double Truck = 20.84 inches

## SPECIAL INSTRUCTIONS:

<b>BILLING:</b>	<b>FULL RATE:</b> 851
<b>DISCOUNT:</b> 30% plus trade	<b>THEIR RATE:</b> 495.70
<b>LENGTH:</b> 1X	<b>START:</b> Sept A
<b>SIZE:</b> 1/2 Page	<b>END:</b> Sept A
<b>EMAIL INVOICE:</b> YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>	<b>AD AGENCY:</b> YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>