

The Gala Gazette

NEWSPAPER AD DESIGN SPECIFICATIONS

The Gala Gazette is a collectible newspaper publicizing the 2011 Gala and Auction benefitting St. Ignatius Parish School, which will take place on Saturday, March 5, 2011. Modeled on *The New York Times*, the newspaper is being published by Herberger Publications, publisher of *The Galt Herald* and many other local newspapers in Northern California. A minimum of 500 copies of *The Gala Gazette* will be distributed directly to parents and family members of St. Ignatius students, as well as St. Ignatius parishioners, in February 2011.

Advertising in *The Gala Gazette* is a unique, inexpensive way to advertise professional goods and services to a targeted market group, while identifying your business as a proud supporter of St. Ignatius Parish School.

Parents are also encouraged to place personal ads in *The Gala Gazette*. This is the ideal forum to wish your child happy birthday, congratulate them on a special accomplishment, showcase their artwork, or give a shout out to a special St. Ignatius teacher or staff member! You can design your own ad space and contribute to this special edition keepsake.

The following ad sizes are available:

	<i>Width</i>	<i>Height</i>	<i>Price</i>
Personal Message (<i>SI parents only</i>)	3.42"	1.5"	\$20
3 Column Banner Ad	5.19"	2.5"	\$100
4 Column Banner Ad	6.96"	3.25"	\$200
6 Column Banner Ad	10.5"	3.75"	\$300
6 Column Halfpage Ad	10.5"	9.65"	\$650
Fullpage Ad	10.5"	20"	\$1,500

All ads will be printed on standard newsprint (black-and-white), and should be emailed as camera-ready JPEG or Adobe PDF files to Jan Heenan (jan@surewest.net).

If you need design templates for Adobe Photoshop, Illustrator, or InDesign, please contact Brendan Murphy (brendanmurphy@ymail.com).

Payment should be submitted directly to the school office (*attention: Melanie Andrews*) and must be received before the submitted files will be processed. The deadlines are:

Tuesday, Feb. 1st for personal messages • **Friday, Feb. 4th** for business ads