

WHAT IS IN THE GALLON ZIP-LOC ORDER BAG?

1. CONTRACT / ORDER FORM

- DOUBLE CHECK THAT ALL INFORMATION IS FILLED OUT CORRECTLY & COMPLETELY!
- Priority Placement will not be possible until the contract is complete
- Index Listing Form – If the company wants an index listing
- Shout-Out Form – If the company/person wants a shout-out

2. PAYMENT

- When you collect payment, put it with the AD CONTRACT and mark the “Paid” check-box
- Make checks payable to **Silver Wings Booster Club (or SWBC)**
- We can accept one credit card (Visa, MasterCard, Discover, American Express) for any ad(s). Make sure all credit card information is listed on the contract.

3. ARTWORK

- If the ad artwork is not available at the time you take the order, it is YOUR responsibility to check back with them until you collect it. You may also provide them with the springshow@hebronsilverwings.org address to email their information. Email Stephanie. Smith to be on the lookout for the ad information. It is still your responsibility to make sure the artwork has been received.
- If you have the technical “know-how” and can make your own ad, you may submit a hard copy AND a digital copy on a USB drive:
 1. Your ad artwork and photos must be in **HIGH RESOLUTION** (300 dpi or higher).
 2. Photos must be in jpg, png or tif format, at 300dpi (The largest file your camera will take)
 3. Logos and Ads can be submitted as a pdf or jpeg (HIGH RESOLUTION ONLY)
If you pulled it off the web, it is NOT high resolution and will not print.
 4. Ad must be laid out to the specifications/dimensions of the ad size purchased (see ad size sheet for specific dimensions)
 5. A printed copy of the ad must be provided with the contract.
 6. You may put multiple ads on one USB drive with identifiable filenames.
 7. Label each USB drive with the company/family name – they will be returned.

4. DIGITAL PHOTOS

- Encourage customers to submit their ad photos in digital form (.jpg, .tif) file. If you have a digital camera and can do ad photos while with the customer, it will save you a trip back.
 1. Be sure to ask if they want a Silver Wing to be pictured in the ad!
 2. Take picture with the highest resolution option on your camera.
 3. If you do not have a digital camera, please call someone you know that does. Make arrangements to get the picture when it is convenient for the person with the camera.