



**St. Mary's Center**  
for Women and Children

# Diamonds of Dorchester

## Ad Specifications

Here is a chance to advertise your business and demonstrate your support a great cause at the same time. St. Mary's Center for Women and Children is accepting ads for our *Diamonds of Dorchester* event Program Book. This is a great marketing opportunity as your ad will be seen by 500 event attendees and by many more individuals following the event. All proceeds benefit St. Mary's Center's residential, education and employment programs for nearly 600 women and children working to break the cycle of trauma, homelessness, and intergenerational poverty.

|           |        |           |
|-----------|--------|-----------|
| Half page |        | Full page |
| ¼ page    | ¼ page |           |

### Ad Dimensions

- ◆ Full Page Ad - 6" wide x 9" high
- ◆ Half Page Ad - 6" wide x 4.25" high
- ◆ Quarter Page Ad - 2.75" wide x 4.25" high

### Details

Ads are printed in black and white. The program book is 7" x 10" with a "live" area of 6" x 9" (1/2" border and between ads).

### SPONSORS

Your sponsorship package includes the following advertising benefits:

- |   |  |
|---|--|
| <input type="checkbox"/> <b>Oval</b> - \$3,000 - Quarter-page ad  | <input type="checkbox"/> <b>Radiant</b> - \$25,000 - Full-page, priority placed ad |
| <input type="checkbox"/> <b>Princess</b> - \$5,000 - Half-page ad | <input type="checkbox"/> <b>Hope</b> - \$50,000 – Full page, prominently placed ad |
| <input type="checkbox"/> <b>Marquis</b> - \$10,000 - Full page ad |  |

**Please Note:** For \$5,000 sponsors and above, please be sure to send your corporate logo as a separate file (in one of the accepted file formats below) for additional sponsor benefits.

### ADVERTISERS

Rates are as follows:

**\$1,000 – Full Page Ad 6" wide x 9" high**

**\$500 – Half-page Ad 6" wide x 4.25" high**

**\$250 – Quarter-page Ad 2.75" wide x 4.25" high**

### ACCEPTED FILE FORMATS

Ads submitted must be correctly sized and delivered in one of the following formats:

- ◆ Press-ready PDF, with images at 300 dpi or greater
- ◆ InDesign files (collected for output with supporting artwork at 300 dpi or greater and fonts)
- ◆ Adobe Illustrator file (fonts converted to outline and all placed artwork included at 300 dpi or greater)
- ◆ 300 dpi PSD, TIF or JPG

You may also submit a logo (Illustrator EPS format or 300 dpi TIF or JPG file) with text and St. Mary's Center will design an ad for you. Use your own wording or draw inspiration from these samples:

- ◆ "With grateful appreciation to St. Mary's Center and its staff for your dedication to children and families."
- ◆ "Congratulations to **Rev. Liz Walker** for this well-deserved recognition."
- ◆ "[Company Name] is committed to giving back to people in need and we proudly support St. Mary's Center for Women and Children."

### SUBMIT TO

Send completed ads to Daisy Guzman at [dguzman@stmaryscenterma.org](mailto:dguzman@stmaryscenterma.org). Call Daisy at 617.436.8600 ext. 493 with any questions.

**DEADLINE FOR ADS TO APPEAR IN EVENT PROGRAM BOOK: FRIDAY, SEPTEMBER 22, 2017**