



CHARLESTON ST. PATRICK'S DAY PARADE COMMITTEE, INC.

OFFICIAL CHARLESTON ST. PATRICK'S DAY PARADE BOOKLET & PARADE ENTRY AGREEMENT

This Agreement is made this ____ day of ____, 20____, by and between the Charleston St. Patrick's Day Parade Committee, Inc. (hereafter referred to as "PARADE COMMITTEE"), and _____ (hereafter referred to as ("ADVERTISER")). ADVERTISER agrees to purchase an advertisement in the St. Patrick's Day Booklet and/or Float Rental, per the following:

	AD RATES	
AD SIZE	RATE	COST
Outside Back Cover	Ask for Quote \$	\$
Inside Front Cover	Ask for Quote \$	\$
Inside Back Cover	Ask for Quote \$	\$
Full Page 7.5" x 10"	\$495	\$
1/2 Page 7.5"x 5" or 3.5" x 10"	\$350	\$
1/4 Page 7.25"x 2.5" or 3.75" x 5"	\$250	\$
1/8 Page 3.75"x 2.5" or 2.5"x 3.75"	\$95	\$
Parade Participation ONLY (NO AD)	\$95	\$
Float Rental (rents first come first serve)	\$695 (includes truck, driver, chairs, pre-decorated)	\$
TOTAL (Please include Payment with Contract or pay ONLINE due by Feb 15. charlestonstpatriksdayparade.com)		\$

- ADVERTISER agrees to furnish ad copy to Parade Committee no later than **Jan. 15**. Parade Committee reserves the right to print ADVERTISER'S name in standard block letters if ad copy is not received by **Jan. 15**.
- ADVERTISER understands that rates are based on **PRINT READY AD COPY**. (*any other formats may incur additional charges*)
- **PRINT READY AD COPY MAY BE E-MAILED TO INFO@CHARLESTONSTPATRICKSDAYPARADE.COM** or mailed to CSPDPC P.O. Box 31256 Charleston SC 29417

AD INSTRUCTIONS

☐ Repeat Last Years Ad ☐ New Ad

- **PDF Specifications:** How to create a PDF file? Open the file in the original program (such as word processing or page layout program.) Choose File > Save As and then choose the option to save the file as a PDF.
- **Colors:** All colors must be CMYK or grayscale. No RGB, spot (Pantone), lab or index color.
- **Images:** Images should have an effective resolution of 300 dpi. 72 dpi images, or images downloaded from a website, are of unacceptable quality for magazine printing. Use or scale your images as close to the actual reproduction size as possible; a 20% margin plus or minus is optimal.

PARADE PARTICIPATION

ALL Parade Participants MUST complete PARADE ENTRY AGREEMENT. (on back of this page also on website)

All advertisers are invited to participate in the Parade.

- ☐ Will participate in Parade – with ad
- ☐ Will participate in Parade – no ad (\$95 fee)
- ☐ Will not participate in Parade - ad only

*****ALL PAYMENTS DUE BY FEB 15*****

PAYMENT OPTIONS:

CHECK PAYABLE TO:

CSPDPC
P.O. Box 31256
Charleston SC 29417

ONLINE: www.charlestonstpatriksdayparade.com

MUST BE COMPLETED

Print Legal Name of Advertiser

Billing Address of Advertiser

Phone Number of Advertiser

Email Address of Advertiser

By: _____
Authorized Representative

By: _____ Phone#: _____
Print Name of Authorized Representative

By: _____
Sales Representative of St. Patrick's Day Parade Committee

THANKS FOR SUPPORTING THE CHARLESTON ST. PATRICK'S DAY PARADE AND PROMOTING IRISH HERITAGE