



**35<sup>th</sup> Run of the Charles: Boston's Premier Paddling Race**  
**Sunday, April 30, 2017**

Phone: (508) 698-6810 x10 Fax: (508) 698-6811 [rotc@crwa.org](mailto:rotc@crwa.org)

**RACE BROCHURE ADVERTISING CONTRACT**

Advertiser: \_\_\_\_\_  
Address: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Date: \_\_\_\_\_  
Authorized Signature: \_\_\_\_\_

**ADVERTISING INSTRUCTIONS**

Space Size	Position Requested
<b>Size</b>	<b>Color</b>
Back Cover (1/2 page)	\$ 875
Inside Front Cover	\$1,150
Full Page	\$450.00
Half Page	\$300.00
Quarter Page	\$200.00
Business Card	\$100.00
	<b>Black/White</b>

**Our rate schedule and specifications are based on high resolution (300 dpi) PDF, JPG or TIFF, with all graphics and fonts embedded.** Any material furnished which requires additional work must be charged to the advertiser at the rate of \$50.00 per hour, with one-half hour minimum charge of \$25.00. Additional work billed to the advertiser will include, but is not limited to design, retouching, typesetting, proofreading, overlays, and halftones.

**DEADLINE January 15, 2017**

**CAMERA-READY COPY ONLY-MECHANICAL REQUIREMENTS**

<u>Copy Size</u>	<u>Specifications</u>
Full Page.....8" W X 10 ½" H	Trim Size.....8 ½" X 11"
Full Page Bleed.....8 5/8" W X 11 ½" H	Type Size.....7" X 10"
Half Page Horizontal.....8" W X 5 ¼" H	
Half Page Vertical.....4" W X 10 ½" H	
Quarter Page Horizontal.....8" W X 2 ½" H	
Quarter Page Vertical.....4" W X 5 ¼" H	

**FULL BLEED** The material should not extend beyond 7 ¾" x 10 ½" to avoid trimming off. No additional charge for bleed pages.

**PREFERRED POSTIONS** Whenever possible any reasonable requests for preferred positions will be accommodated. Every effort will be made to comply with requests on a first come first served basis.

**TERMS OF CONTRACT** *Payment in full must be received with contract.*

Please make checks payable to the **Charles River Watershed Association.**

**Mail original contract and payment to:**  
**Classic Communications, 38 Mechanic Street, Suite 101, Foxboro, MA 02035.**  
**Email advertisement to: [rotc@crwa.org](mailto:rotc@crwa.org)**

Contact us at (508) 698-6810 or [rotc@crwa.org](mailto:rotc@crwa.org) with any questions.