

**2010 PENN STATE ICE RINK  
PROGRAM AD SALES**

Program advertising space may be used by individuals such as parents wanting to wish their skaters, "good luck", or by a business wishing to advertise. In either instance, advertisements which are copy-ready may be purchased for:

Full Page -- \$200.00  
Half Page -- \$100.00  
1/4 Page -- \$50.00  
1/8 Page -- \$25.00

All copy-ready advertisements must be paper clipped to this form and submitted no later than March 16, 2010, accompanied by payment and this program ad sales form. Those individuals requesting a prime ad location such as the inside front cover, inside back cover, or back of program will need to contact Amy Torcasso, skating director at 814/865-7703 to check availability. Cost for such locations will be double the regular ad price.

Those individuals wishing to submit an advertisement that is not copy ready may do so by writing the exact wording of the ad in the box below. The cost of having a staff member set your ad in print will be \$1.00 per word in addition to the cost of the ad size. Any basic graphics such as a skate, heart or flowers may be purchased to spice up your ad for an additional \$5.00. The size of the letters used for these ads will be determined by the total number of letters used.

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Ad Size \_\_\_\_\_ Number of Non-Copy-Ready Words \_\_\_\_\_

Special Instructions \_\_\_\_\_

