



PHATS/SPHEM 2018 DIRECTORY ADVERTISING ORDER FORM

Name: _____

Organization: _____

Address: _____

Telephone: _____

Fax: _____ E-mail: _____

Description	Price	Quantity	Total
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Full Page Ad Package:

Includes 3 complimentary Directories per full page order

NHL Section	\$500.00	_____	_____
Schedules/NHL Section	\$500.00	_____	_____
Supplier Index	\$500.00	_____	_____
AHL Section	\$500.00	_____	_____
ECHL Section	\$450.00	_____	_____
All Other Sections	\$350.00	_____	_____

Bottom Page Logo Package:

\$500.00

Includes 2 complimentary Directories per bottom logo order

Supplier Listing Package:

Includes 1 complimentary Directory per supplier listing order

Full Page Listing	\$750.00	_____	_____
2/3 Page Listing	\$600.00	_____	_____
1/3 Page Listing	\$400.00	_____	_____

Additional Directories:

\$25.00

(10% discount for orders of 3 or more)

***Directory price is \$50 per book if you are not advertising in the book)*

Total Enclosed: _____

ADVERTISING DEADLINE: Friday, July 27, 2018

Fees are payable in U.S. funds only by check, money order or Visa, MasterCard & American Express.

Payment Method: Check Money Order Visa/MasterCard/Amex

Credit Card # _____ Expiration Date: _____

Card Holder: _____

Complete your order at <https://www.phats-sphem.com/order/advertising>
or e-mail, fax or mail this form by **Friday, July 27, 2018** to:

PHATS/SPHEM Office

17 Raemont Rd.

Granite Springs, NY 10527

Phone: 888.460.9003 Fax: 914.556.6255 E-mail: admin@phats-sphem.com

Please complete the next page with your Artwork & Supplier Listing Information



ARTWORK & SUPPLIER LISTING INFORMATION

LOGO (check one) Use Last Year's Version New Electronic Version will be emailed*

AD ARTWORK (check one) Use Last Year's Version New Electronic Version will be emailed*

*All artwork for the Directory should be e-mailed to jshepherddesign@cox.net. Should you have further questions about ad files/specs, please contact Jill Shepherd at jshepherddesign@cox.net or at (623) 326-0383.

SUPPLIER LISTINGS

Listing Size Required (check one): 1/3 page 2/3 page full page

If you have advertised with PHATS/SPHEM before, please **only fill in changes and/or additions** to your current information or mail/fax back your attached listing from the 2017 Directory with handwritten changes directly on the listing.

Please see the next page for a complete list of artwork and supplier listing specifications.

Company Name:	
Address:	
Website:	
Phone:	
Contact Name & Region:	
Phone:	
Fax:	
Cell:	
Email:	
Contact Name & Region:	
Phone:	
Fax:	
Cell:	
Email:	
Contact Name & Region:	
Phone:	
Fax:	
Cell:	
Email:	



PHATS/SPHEM DIRECTORY ADVERTISING SPECIFICATIONS

ARTWORK SPECIFICATIONS

Directory Logos

Logos must be high-resolution (at least 300 dpi). Preferred file formats are Illustrator .AI, .EPS, or PDF files. Also acceptable are TIFS or .JPG. All type should be outlined or converted to paths. Any images in the logo must be embedded. All logos are displayed in black and white. If you have a specific version of your logo for black and white use, please include that.

ADVERTISING & SUPPLIER LISTING SPECIFICATIONS

Display Ads

CARDSTOCK OR DIVIDER PAGE ADS

Size 3.75 x 6.25
Bleed None
Color CMYK

COVER ADS

Size 5 x 7
Safe Area 4.5 x 6.5 – *please allow a bit more space without copy on whichever side of your ad the spiral coil sits*
Bleed 5.25 x 7.25
Color CMYK

Acceptable file formats: .PDF, .AI, .EPS, .JPG
Image Resolution: 300 DPI or higher
Fonts: Outlined or converted to paths

Supplier Listings

Supplier listings are in black and white and can be purchased as 1/3, 2/3 and full pages. The average 1/3 page listing will hold 3-4 contacts. A listing consists of your logo, company contact information and individual contacts.

View samples of Display Ads & Supplier Listings at <https://www.phats-sphem.com/advertise>

*****Third Party Rights*****

Please do not submit any materials unless you have obtained necessary rights from all third parties, including the National Hockey League and its member clubs, whose properties appear in your advertisements.

Contact Information

All artwork for the Directory should be e-mailed to jshepherddesign@cox.net. Please contact Jill Shepherd at jshepherddesign@cox.net or at (623) 326-0383 should you have further questions about ad files/specs.