



# 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)*

**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](mailto: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](mailto:jshepherddesign@cox.net). Should you have further questions about ad files/specs, please contact Jill Shepherd at [jshepherddesign@cox.net](mailto: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.*

<b>Company Name:</b>	
Address:	
Website:	
Phone:	
<b>Contact Name &amp; Region:</b>	
Phone:	
Fax:	
Cell:	
Email:	
<b>Contact Name &amp; Region:</b>	
Phone:	
Fax:	
Cell:	
Email:	
<b>Contact Name &amp; Region:</b>	
Phone:	
Fax:	
Cell:	
Email:	



## PHATS/SPHEM DIRECTORY ADVERTISING SPECIFICATIONS

### ARTWORK SPECIFICATIONS

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#### 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

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#### 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

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