

# Our Savior's Lutheran School

Love, Learn, Serve

## Business for Education Banner Program

### OVERVIEW, TERMS AND CONDITIONS

**Advertise your business along our fence at our School at 200 Avenida San Pablo for an entire school year and a half for a donation of \$1,000 to the OSLS. All funds support the 21<sup>st</sup> century in the classroom, field trips, and music programs.**

OSLS will create a high-quality, durable banner with an ad you provide or we'll design one for you using your company logo. OSLS handles printing and hanging the banners.

**COST Minimum donation:** \$1,000

**Cost of the banner:** No additional cost.

#### **BANNER**

**Overall size:** 8' wide by 4' tall

**Advertising image area:** 6.5' wide x 3.5' tall

**Material:** 14oz vinyl blackout, hemmed, grommets and reinforced "harsh weather" corners

**Printing:** Single-sided, high-quality digital

**Colors:** Red and black only

(See Banner Specs for more detailed info about content, file formats, etc.)

#### **TERMS AND CONDITIONS**

**1.** In consideration of a minimum \$1,000.00 donation by your business (Client) to Our Saviors Lutheran School (OSLS), OSLS will install and display an OSLS Business Banner (Banner) until June 30<sup>th</sup>, 2018. The banner will be mounted on the fence adjacent to children drop off and pick area of the driveway at OSLS. Additional banners will be mounted on the chain link fence near the playground area along the perimeter of the school.

**2.** OSLS will pay for the Banner and at the end of the Display Period the Banner will be returned to you if you choose not to renew your advertising contract with OSLS.

**3.** The Banner will be printed by a vendor selected by OSLS from the digital artwork provided by the Client. See Banner Spec Sheet for detailed information about acceptable file formats.

**4.** The Banner will be 8' wide by 4' tall, with an image area of 6.5' by 3.5'. All art shall be printed in red or black on a white background. Limited areas of solid red or black may be

allowed. Text maximum height is 12". No editorial-type comments or inappropriate wording will be permitted. OSLS has final approval of all content proposed for the banner.

5. OSLS will install the banner with zip-tie type fasteners. The location of the banner along the fence is at the sole discretion of OSLS. During the display period, OSLS will make sure the installation stays intact, and will repair or replace the banner at no cost to the Client if it is damaged or stolen.

6. Participation in the OSLS Business Banner Program will be on a first-come, first-served basis. No guarantee is made regarding the availability of a display space. There is no exclusivity agreement made or implied as to the other businesses that may be participating in the program.

7. All businesses, texts, logos, images and banner locations are subject to approval by the OSLS Administration.

## BANNER FORMAT AND ART SPECIFICATIONS

### **FILE FORMAT AND SPECIFICATIONS**

**Ad size:** 6.5 feet wide by 3.5 feet tall

**Ad contents:** You may include your company logo, business tagline, address, phone number, email, or web address. You may choose to include a black and white photo (no larger than 20" tall. Content is up to you, but subject to approval by OSLS administration. **Note:** too much text diminishes the effectiveness of your banner. Leave detailed info off the banner, keep it simple.

**Colors:** Black and red on a white background.

- **Black** - use "rich black" if possible (Cyan 60%, Magenta 40%, Yellow 40%, Black 100%)
- **Red** - Use Magenta 100%, Yellow 100%. (Match PMS Red 185, or similar)

#### **Acceptable file formats:**

- **Adobe Illustrator:** .eps or .ai. (CS6 or older). Vector format meaning all text is converted to outlines. CMYK color mode.
- **Acrobat PDF:** .pdf. When saving the PDF, use "High Quality" setting. (NOT Press Quality). No crops.
- **Adobe Photoshop:** .psd, .jpg. Must be 250-300dpi at actual size. This is not optimal because this would be a gargantuan file size. If digital artwork is not available, our designer can help you to create a digital file from your logo. Design fees will be billed by the designer at \$90 per hour with a \$45 minimum. The newly created digital artwork will be given to you to keep for future use.

### **Proudly supporting the Dolphins!**

OPEN 5 DAYS A WEEK M-F 8:30am to 4:00pm

200 Avenida San Pablo

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