



# 2002 U.S. Transplant Games Program Journal Advertising Application

Contact Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

**Actual Program Size:** 8 1/2" x 11"

**Ad Sizes:**

Size	Dimensions (width x height)	Cost
<input type="checkbox"/> Full-page	8" x 10 1/2"	\$1,000
<input type="checkbox"/> Half-page	8" x 5" (horizontal)	\$ 600
<input type="checkbox"/> 1/4-page	4" x 5" (vertical)	\$ 300
<input type="checkbox"/> Business Card	3.5x2 (horizontal)	\$ 150
<input type="checkbox"/> Well Wishers Listing		\$ 40
<input type="checkbox"/> <b>Sponsor Entitlement - Check this box and check ad size. No charge.</b>		

**Well Wishers Listing** (please type): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Mechanical Specifications:**

- Black and white
- No bleeds
- Film should be negative, emulsion-side down right-reading, 250 dot optimum density
- 100-133 line screen
- Film sized to the dimensions listed expected. All resizing and mechanical or production services will require additional charges

**Payment and Materials Deadline:**

- Advertisement space reservation  
**April 24, 2002**
- Payment and artwork  
**May 1, 2002**

Advertiser is liable for payment in full for cancellation after space reservation deadlines.

**Please check one:**

- Invoice my organization.
- Check enclosed  
(checks payable to the National Kidney Foundation, Inc.)
- Charge to:  
     \_\_\_ American Express    \_\_\_ Visa  
     \_\_\_ MasterCard        \_\_\_ Discover

Account #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

- I am interested in learning more about the 2002 U.S. Transplant Games sponsorship opportunities which include multiple levels of giving for sporting venues, special events and/or a customized giving plan.
- No, I cannot participate this year, but would like to give a donation in the amount of \$\_\_\_\_\_.
- No, I cannot participate this year, but please keep me / my company in mind for the 2004 Games.

**Return by April 24, 2002 to:**  
**Karen Cosgrove, Corporate Sales Director**  
**National Kidney Foundation, Inc.**  
**30 E 33<sup>rd</sup> Street**  
**New York, NY 10016**  
**Fax 212-689-9261**  
**Phone: 212-889-2210 x 218**  
**karenc@kidney.org**