

Salesperson: \_\_\_\_\_

Phone No: \_\_\_\_\_

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

**Order Form**  
**THE 2008 CARLISLE PHONE BOOK**

Business Name: \_\_\_\_\_

Business Phone No: \_\_\_\_\_ Business Contact Person: \_\_\_\_\_

Email Address: \_\_\_\_\_ Fax number: \_\_\_\_\_

Listing Address: \_\_\_\_\_ Billing Address (if different): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Specify headings:** With a purchase of a **display ad**, you get **TWO FREE ADDITIONAL HEADINGS**.

Main Heading (required)	_____
*Additional headings	_____
Heading #2 (free with display ad)	_____
Heading #3 (free with display ad)	_____
Heading #4 (\$10)	_____
Heading #5 (\$10)	_____
Heading #6 (\$10)	_____

**2008 Yellow Page Camera-Ready\* Rates**

Type of Ad (see reverse)	Size Description	Price	Select (X)
Single listing	Free with purchase of any ad 1/8 <sup>th</sup> page or larger	\$65	
Eighth page	2 3/8" wide by 1 7/8" high	\$125	
Quarter page	4 3/4" wide by 1 7/8" high	\$170	
Half page	4 3/4" wide by 3 3/4" high	\$235	
Full page	4 3/4" wide by 7 1/2" high	\$335	
<i>Premium quarter page</i>	<i>4 3/4" wide by 1 7/8" high</i>	<i>\$245</i>	
<i>Premium half page</i>	<i>4 3/4" wide by 3 3/4" high</i>	<i>\$365</i>	
<i>Premium full page</i>	<i>4 3/4" wide by 7 1/2" high</i>	<i>\$605</i>	

\***Camera-ready** means a finished ad. If you were to photocopy your submitted artwork, it would demonstrate how your ad will appear in the phone book. **Our staff can provide assistance with your artwork. To create new artwork there is a fee of \$45. To revise your submitted artwork, including any necessary resizing the artwork fee is \$15.** Ads may be submitted in **digital format**. Black and white artwork at 300 dpi final size may be submitted as jpeg, tiff, eps or pdf files with all graphics and fonts embedded.

Chosen Ad Price .....: \$ \_\_\_\_\_  
Artwork service fee (if applicable): \$ \_\_\_\_\_  
Additional Headings .....: \$ \_\_\_\_\_  
Total .....: \$ \_\_\_\_\_ Date \_\_\_\_\_ Check# \_\_\_\_\_

**Additional Notes about this order:**  
\_\_\_\_\_

Your camera-ready artwork and payment is due no later than **February 15<sup>th</sup>, 2008**. Final artwork can be sent to Cindy Mottershead at [cindy@riverscape.info](mailto:cindy@riverscape.info) or mail artwork and checks to the Red Balloon at the address below. Please make checks payable to: **The Red Balloon Preschool** and mail to:

**The Carlisle Phone Book**  
**P.O. Box 558**  
**Carlisle, MA 01741**

**THANK YOU FOR YOUR ORDER!**

