

**The Tolland Fire Department, Inc.**  
**Community Telephone Directory**  
**Advertiser Order Form for the 2012 Edition**

Business name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

E-mail address of person placing order: \_\_\_\_\_

Telephone # of person placing order: \_\_\_\_\_

**Advertisers' instructions:** (please check one):

- Please run my 2011 ad again, as published, with **no changes**.  
The discounted charges for renewing "as is" are as follows:

Two Color (Black & Red)

¼ page renewal	\$125.00 _____
½ page renewal	\$200.00 _____
full page renewal	\$300.00 _____

- I want to change or publish my new ad for the 2012 directory.  
(Please follow the instructions on the back of this form). The charges are:

Two Color (Black & Red)

¼ page	\$140.00 _____
½ page	\$225.00 _____
full page	\$350.00 _____

**Last date for payment:** Please order and pay for all ads in full by **September 24, 2011**. Ads which have been ordered but not paid for, in full, by the deadline may be omitted from the 2012 directory.

**General conditions:** Space is allocated on a "first come, first served" basis, and ad placement in the Directory is at the sole discretion of The Tolland Fire Department, Inc. The Tolland Fire Department, Inc. reserves the right to edit content or refuse ads, and assumes no liability for typographical errors.

**Where to send payment:** Please make your check payable to "**The Tolland Fire Department, Inc.**" and mail it with this form to: **The Tolland Fire Department, Inc., P. O. 827, Tolland, CT 06084**, or bring it with this form to the Fire Department Training Center, 191 Merrow Rd., weekdays between 9 a.m. and 4 p.m. Your cancelled check is your receipt.

**E-mail questions to:** [phonebook@tollandfire.org](mailto:phonebook@tollandfire.org). Please include a daytime phone number.

**Thank you for your support !**

## How to send us your ad:

1. Prepare your ad so that it is properly sized for your ad space using the dimensions below. **This is very important.**
2. Send it to us electronically if you can. The ideal format to use is a .PDF file. You may also use .TIFF or .EPS files. **Note: we are not able to use files prepared using Photoshop®. And please make sure the image is correctly sized to fit your ad space.**
3. E-mail your completed ad to [phonebook@tollandfire.org](mailto:phonebook@tollandfire.org), and then **mail us this completed form and your payment.**
4. If you cannot prepare your ad in digital format, you can provide us with a full size printed copy of your ad that we can scan. Again, **please make sure it is sized properly to fit your ad space, and that the image is sharp and clear.** Copies of newspaper ads and business cards do not reproduce well. You can bring your finished ad together with this form and your payment to the Fire Training Center, 191 Merrow Road, weekdays between 9 AM and 4 PM.

### **Sizes for ads:**

Full page	5 5/16" wide x 7 15/16" high
1/2 page horizontal	5 5/16" wide x 3 15/16" high
1/4 page vertical (portrait)	2 5/8" wide x 3 15/16" high
1/4 page horizontal (landscape)	5 5/16" wide x 1 15/16" high

5. If you wish to engage a Graphic Artist to help you with your ad design, contact us at [phonebook@tollandfire.org](mailto:phonebook@tollandfire.org). Graphic Artistry requests will be referred to one or more qualified professionals. Fees for services are your responsibility and are not included as a part of your ad fees. You are under no obligation to use a referred artist. Tolland Fire Department receives no compensation from referred artist services and artists are not affiliated with Tolland Fire Department Inc.