



## 2012 Tour Book Ad Form

email to: Ads@WeHelpKids.org

Early Deadline Wednesday, February 29  
for 10% Ad Discount &  
50% Off CSL Ad Design

All Ads Due by Friday, March 30

Business Name \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Bus Tel # \_\_\_\_\_ Email \_\_\_\_\_

**Choose Ad Size:** Grayscale or B/W only. No spot Color or 4-color process. No Full-page bleeds.

- Full Page Display \$500                       Half Page Display \$300                       1/8 Page Display \$125
- Directory Listing \$65, includes Business Name and Telephone Number Only

### Ad Design Instructions:

- Repeat CSL Ad: As Is/No Revisions (Applied to Display Ads 2008, 2009, 2010, or 2011)
- New Ad: Provided Camera-Ready by Advertiser or Ad Agency. Send PDF to Ads@WeHelpKids.org
- CSL Design Service: Remit \$50 for Half-Price Design through February 29. Remit \$100 for Design request March 1-30.

Need help? Contact Lisa Riddiough [lisar@riddio.com](mailto:lisar@riddio.com)

### Circle Category for Your Business Listing in the Tour Book Directory *Free with Display Ad purchase*

Architects	Earthquake Retrofitting	Kitchen & Bath Showroom	Real Estate Finance
Attorneys	Electrical	Kitchenware	Realtors
Audio-Video	Engineering	Landscape Architects	Restoration & Maintenance
Automotive	Entertainment	Lighting	Roofing
Banks/Financial Services	Flooring Services	Marketing Services	Rugs
Branded Merchandise	Floral Designers	Membership	Schools & Educational
Building Supplies	Food & Dining	Organizations	Shopping Centers
Cabinets & Cabinetry	Furnishings	Painting	Solar
Cabinet Hardware	Gardens & Landscaping	Pest Control Services	Sporting Goods
Camps	Gifts/Jewelry	Photography	Stone & Tile Fabricators
Catering/Chefs	Handyman Services	Plastering	Stone & Tile Showrooms
Cleaning/Restoration	Health Services	Plumbing	Upholstery/Fabrics
Clothing	Insurance	Printing	Windows/Doors
Construction/Design-Build	Interior Design/Design	Publications	Window Coverings
Dental Services	Services	Real Estate Appraisers	

**Purchase Tour Tickets in Advance** Pick up your tickets from 10 am on Tour Date at **CSL's Ticket Will Call** at the Piedmont Community Center. Tickets will be held under your business name.

- Tour Only \$45 Each     Tour with Lunch, April 27 \$55 Each     Tour with Lunch, April 28 \$55 Each
- Quantity: \_\_\_\_\_                      Quantity: \_\_\_\_\_                      Quantity: \_\_\_\_\_

Special Group Savings: Buy a minimum of 10 tickets and save \$5 off the price of each ticket.

**Total Enc. \$** \_\_\_\_\_ Make check payable to CSL and mail to: **PMB 187, 6114 La Salle Ave, Oakland Ca 94611**  
Please add \$5 for 2012 Tour book via mail. (Tour Book included with ticket purchase.)

Thanks for supporting CSL's 24th Annual Heart of the Home Tour benefiting disadvantaged East Bay children!