



The Skating Club of Boston,  
founded in 1912, is well-known  
for its outstanding skating.

Our annual festival,  
*Ice Chips Show*, provides  
high-quality, affordable skating  
entertainment for the entire family.  
As a testament to the show's ongoing  
appeal, Ice Chips 2011 is our 99th  
annual show, making Ice Chips the  
longest-running amateur ice show in  
the world!

Over the years we have brought  
our audiences the best-known names  
in figure skating, as well as introducing  
them to our own current and future  
champions.

We appreciate your support!

---



Sanctioned by  
US Figure Skating

THE SKATING CLUB OF BOSTON  
1240 Soldiers Field Road  
Brighton, MA 02135

*For more information please visit:*  
[www.icechips.org](http://www.icechips.org)

---

---

## Program Advertising Rate Card



*A show to benefit Children's Hospital Boston  
and Girl Scouts of America*

April 2 & April 3, 2011  
Bright Arena  
Harvard University  
65 N. Harvard Street  
Boston, MA 02163

For Ice Chips Program  
Ad Reservations:  
Mary Naphtal, 781-899-8200  
[operations@peinvestments.com](mailto:operations@peinvestments.com)  
Christin Ranucci, 781-899-8200  
[cranucci@peinvestments.com](mailto:cranucci@peinvestments.com)  
Megan Walsh, 781-899-8200  
[mwalsh@peinvestments.com](mailto:mwalsh@peinvestments.com)

Closing date for all space orders and  
for cover ad materials is February 11, 2011  
All materials due February 28, 2011

---

**THE SKATING CLUB OF BOSTON**

presents



*A show to benefit Children's Hospital Boston  
and Girl Scouts of America*

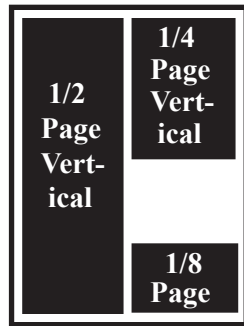
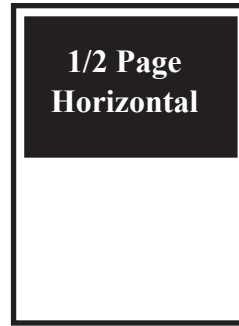
**TERMS & CONDITIONS**

1. Closing date for all space orders is February 28, 2011. All signed contracts, reproduction material, and/or copy for ads must be mailed to: *Ice Chips 2011*, c/o: Mary Naphtal, 27 School Street, Weston, MA 02451, or sent via email per instructions at the top of column 3. All materials must be received by February 28, 2011. Cover ad materials must be received by February 11, 2011.
2. All advertising rates are based on use of appropriate reproduction materials. Please see Mechanical Requirements for specifications. All alterations, additional camera-work, scanning of artwork, design, layout and typesetting are subject to additional, nominal production costs.
3. If space is contracted for, and copy instructions and materials are not received by the closing date, previous copy, if available, will be used.
4. Advertising contents are subject to approval. The publisher reserves the right to reject or cancel any advertising.
5. The publisher reserves the right to position advertisements, except for contracted cover pages.
6. The advertiser and advertising agency assume liability for all content of advertisements submitted for insertion in the program, and any claims resulting from that advertisement which may be made against the publisher.

7. Cancellation (as well as changes in insertion orders) by an advertiser or its advertising agency will not be accepted by the publisher after the closing date. Cancellations and changes must be received in writing and confirmed by the publisher.

**ADVERTISING RATES**

Back Cover	\$850
Inside Front Cover/Inside Back Cover	\$650
Full Page	\$500
Half Page	\$275
Quarter Page	\$150
Eighth Page	\$100



**MECHANICAL REQUIREMENTS**

STANDARD AD SIZES	WIDTH/DEPTH(Inches)
Full Page	7 X 10"
Half Page Horizontal	7 X 4 3/4"
Half Page Vertical	3 1/2" X 10"
Quarter Page Vertical	3 1/2" X 4 3/4"
Eighth Page	3 1/2" X 2 1/2"

All camera ready materials must be typeset, and are acceptable in the form of pasted-up mechanicals, or preferably, composed in electronic format, preferably .pdf format, and emailed to:

*operations@peinvestments.com OR  
cranucci@peinvestments.com OR  
mwalsh@peinvestments.com*

Digital photos must have a resolution of 300 dpi or greater. Photocopies or business cards will only be accepted, with the understanding by the advertiser that additional charges for scanning, clean-up and typesetting will be added. Please see rates below.

For the advertiser's convenience, if the publisher is asked to typeset & design the advertisement, it would be appreciated if a copy is submitted typed out & spell-checked in Microsoft Word and saved as a .doc, on a CD, or via email to:

*operations@peinvestments.com OR  
cranucci@peinvestments.com OR  
mwalsh@peinvestments.com*

**ADDITIONAL SERVICES**

Typewritten, handwritten and business card copy require additional typesetting (see below) and scanning charges of \$10 per item. Clean logos and photostats, (no photocopies please) for best results.

**TYPESETTING FEES**

Full Page	\$50
Half Page Horizontal	\$30
Quarter Page	\$15
Eighth Page	\$ 8